

**Investigating Communication Strategies to Support Implementation of the
American Woodcock Conservation Plan**

An Analysis of
**National Woodland Owner Survey Data for
Bird Conservation Regions 14 and 28**
and comparison with
Phase II Message Testing Focus Group Participants

Submitted by
Rebecca Christoffel, Project Manager
and
David J. Case, President



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Case Study 2009-04



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Executive Summary

D.J. Case & Associates (DJ Case) was hired by the Wildlife Management Institute (WMI) to research outreach strategies that will be effective at encouraging specific private landowner target audiences to manage for early successional habitat on their properties.

As part of this work, we conducted four focus groups (Phase I) in New Hampshire (NH), New York (NY) and Pennsylvania (PA) to collect input from actively engaged private woodland owners about motivations, behaviors and messages related to woodland management. We then conducted a second series of three focus groups (Phase II) in NY and PA to test these messages among our target audience, i.e., individuals who own parcels of 10-199 acres, at least some of which is wooded.

In this phase of the project, we compare the characteristics of Phase II Focus Group participants with characteristics of participants in the U.S. Forest Service (USFS) National Woodland Owner Survey (NWOS). Our intent is to determine to what degree our focus group participants are representative of woodland owners in our target areas (Bird Conservation Regions 14 and 28). That is, can we apply the insights and recommendations from our focus group participants to other woodland owners in our target areas?

Our results suggest that Phase II Message Testing Focus Group participants were similar to the NWOS respondents in composition, property characteristics, motivations, and preferences for advisors and communication channels from which to learn about woodland management. The Focus Group participants did, however, demonstrate a greater propensity to engage in timber harvest and other land management activities than the NWOS respondents. In addition, Focus Group participants were more likely to have a written management or stewardship plan, hold a conservation easement on their properties, and have participated in a cost-share program to manage their woodland parcels.

Overall, results from our comparison suggest that insights gained from the Phase II Focus Groups should be broadly applicable in communicating about and promoting young forest habitat management to private woodland owners in Bird Conservation Regions 14 and 28. These insights will be incorporated into the final communications strategy that can be used to guide outreach and communication efforts by the Northern Forest Initiative.

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Introduction

A goal of adding millions of acres of early successional habitat to advance the recovery of woodcock populations to 1970 levels has been established in the American Woodcock Conservation Plan (Kelly et al. 2008). Encouraging and facilitating private lands management to increase this habitat type is essential to achieving this goal.

D.J. Case & Associates (DJ Case) was hired by the Wildlife Management Institute (WMI) to research outreach strategies that will be effective at encouraging specific private landowner target audiences to manage for early successional habitat on their properties. We started our work to determine effective outreach strategies by conducting an extensive literature review (available under separate cover) pertaining to private woodland owners' attitudes toward woodland management and their woodland management behaviors. We then interviewed 30 natural resource (NR) professionals currently involved with creation, management, and outreach regarding early successional habitat. We asked them about the messages they used, audiences they targeted, and assessments of these efforts (Case Study 2009-01). Next, we conducted a series of four focus groups (Phase I) in New Hampshire (NH), New York (NY) and Pennsylvania (PA) to collect input from actively engaged private woodland owners about motivations, behaviors and messages related to woodland management (Case Study 2009-02). We conducted a second series of three focus groups (Phase II) in NY and PA to collect input from our target audience, i.e., individuals who own parcels of 10-199 acres, at least some of which is wooded (Case Study 2009-03).

In this phase of the project, we compare the characteristics of Phase II Focus Group participants (Case Study 2009-03) with characteristics of participants in the U.S. Forest Service (USFS) National Woodland Owner Survey (NWOS). The NWOS is a mail survey (primarily) that is administered to approximately 6,500 private forestland owners from across the country each year. For this project, we used data from 2002-2006 (see Methods section). Details regarding NWOS survey methodology and results are available at www.treesearch.fs.fed.us/pubs/20830.

Specifically, we sought to use the NWOS data to characterize the demographics of our target audience in Bird Conservation Regions (BCR) 14 and 28; including information about their properties, motivations for owning their woodland parcels, land management activities and assessment of the usefulness of various sources for woodland management information. With this information, we could determine if or to what degree our focus group participants were representative of the target audience we hope to reach with key messages developed from this research.

Methods

We used data collected by the USFS through the NWOS on the USFS NWOS Tablemaker Web site (<http://fiatools.fs.fed.us/NWOS/tablemaker.jsp>). This information can be broken down by parcel size, state(s), or any of a multitude of variable conditions. We examined the frequency tables for the ten states within BCR 14 (Connecticut, Maine, NH, NY, and Vermont) and BCR 28 (Maryland, Ohio, PA, Virginia and West Virginia) that make up our study area. Data were entered into spreadsheets and minor analyses conducted using Microsoft Excel. Data are presented for each BCR to illustrate the characteristics of woodland owners in the Northern Forest Initiative (BCR 14) and the Appalachian Woodcock Initiative (BCR 28) who own parcels that are 10–100 acres in size.

Several questions that were asked by USFS in the NWOS (<http://www.fia.fed.us/nwos/>) were also used in the focus group response forms (Appendix A) we administered during Phase II Message Testing (Table 1). A detailed methodology of our participant selection process and data collection can be found in the final report (Case Study 2009-03). We compared and contrasted the responses to these common questions between NWOS participants and our Phase II Focus Group participants to determine whether Phase II focus group participants were representative of our target audience in BCRs 14 and 28.

Table 1. Questions used in both the National Woodland Owner Survey (NWOS) conducted by USFS and Phase II Message Testing Focus Groups conducted by DJ Case in NY and PA, June 2009.

NWOS Question Wording	DJ Case Question Wording
Q3a. How did you get your woodland parcel in New York (or Pennsylvania)?	Q1a. How did you get your woodland parcel in New York (or Pennsylvania)?
Q7a. Is your home (primary residence) within 1 mile of the woodland that you own in New York (or Pennsylvania)?	Q5. Is your home (primary residence) within 1 mile of the woodland that you own in New York (or Pennsylvania)?
Q7b. Do you have a vacation home or cabin within 1 mile of the woodland that you own in New York (or Pennsylvania)?	Q6. Do you have a vacation home or cabin within 1 mile of the woodland that you own in New York (or Pennsylvania)?
Q9. People own woodland for many reasons. How important are the following reasons for why you own woodland in New York (or Pennsylvania)?	Q9. People own woodland for many reasons. How important are the following as reasons for you own woodland in New York (or Pennsylvania)? *NWOS included “part of my farm or ranch” as an option, DJ Case did not
Q11. Is there a conservation easement on any of the woodland that you own in New York (or Pennsylvania)?	Q13. Is there a conservation easement on your woodland parcel in New York (or Pennsylvania)?

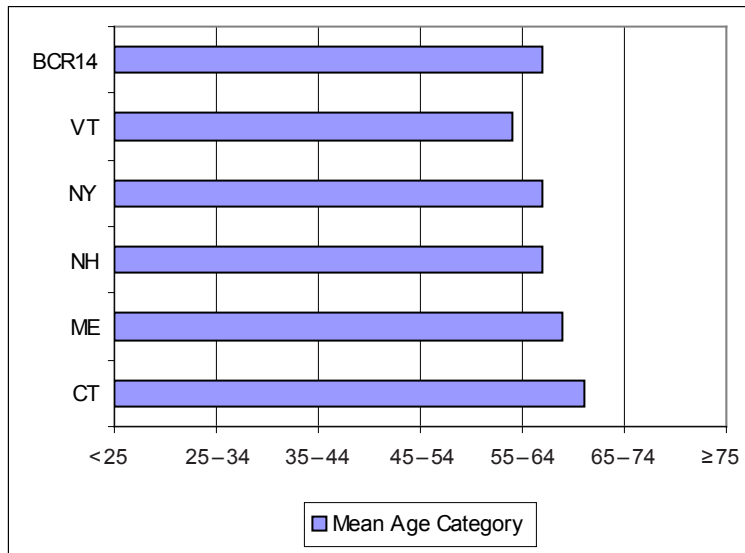
NWOS Question Wording	DJ Case Question Wording
Q13. Have you ever used a state or federal sponsored cost-share program to help you manage your woodland in New York (or Pennsylvania)?	Q12. Have you ever used a cost-share program to help you manage your woodland parcel in New York (or Pennsylvania)?
Q15. Have you ever harvested any trees on your woodland parcel in New York (or Pennsylvania)?	Q16. Have you ever harvested any trees on your woodland parcel in New York (or Pennsylvania)?
Q15a. What types of products were harvested?	Q17. What types of products were harvested?
Q15b. Why were trees harvested or removed?	Q18. Why were trees harvested or removed?
Q17. Do you have a written management or stewardship plan for your woodland parcel in New York (or Pennsylvania)?	Q11. Do you have a written management or stewardship plan for your woodland parcel in New York (or Pennsylvania)?
Q18. In the last 5 years, have any of the following activities occurred on the woodland parcel that you own in New York (or Pennsylvania)?	Q15. In the last 5 years, have any of the following activities occurred on the woodland parcel that you own in New York (or Pennsylvania)?
Q19. In the last 5 years, have you received advice or information about the woodland that you own in New York (or Pennsylvania)?	Q19. In the last 5 years, have you received advice or information about the woodland that you own in New York (or Pennsylvania)?
Q19. If yes, who did you get advice or information from?	Q20. If yes, who did you get advice or information from?
Q20. How useful would the following ways of learning about managing your woodlands be for you?	Q24. How useful would the following ways of learning about managing your woodlands be for you? *A blog for woodland owners in your area to exchange ideas and resources (DJ Case used only)
Q25. What is your age?	Q7. What is your age?

Results

NWOS PARTICIPANTS

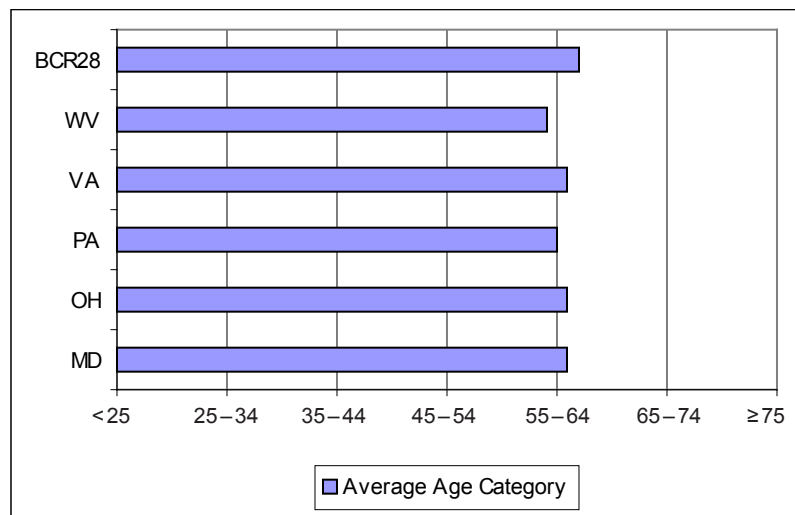
The average age of NWOS respondents in BCR 14 and the five states examined within the BCR was ≥ 55 , with the exception of Vermont, in which respondents' average age was slightly lower than 55 (Figure 1).

Figure 1. Proportion of NWOS participants in BCR 14 and five target states within BCR 14 in listed age categories.



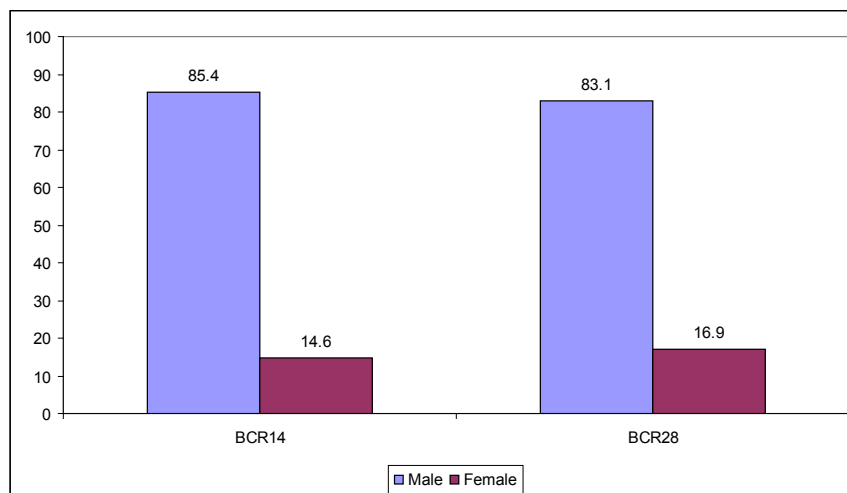
In BCR 28, the average age for NWOS participants also was ≥ 55 , with the exception of West Virginia, in which average age of respondents was slightly less than 55 (Figure 2).

Figure 2. Proportion of NWOS participants in BCR 28 and in five target states within BCR 28 in listed age categories.



The gender makeup of NWOS respondents in BCRs 14 and 28 were quite similar; the vast majority of respondents were male and fewer than one in five was female (Figure 3).

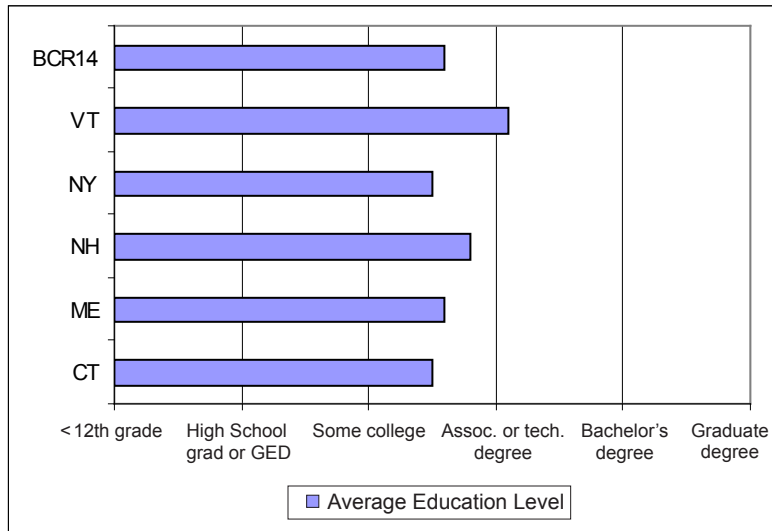
Figure 3. Proportion of NWOS participants in BCRs 14 and 28 who identified themselves as male or female.



Results

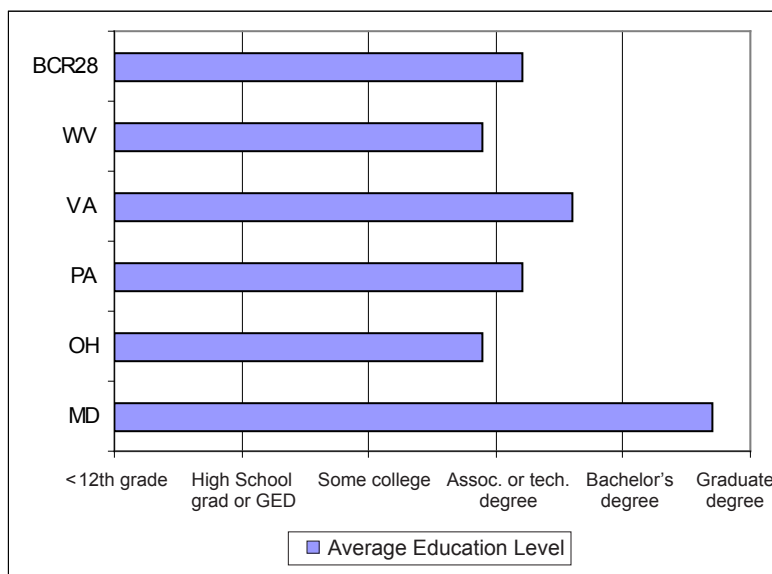
On average, respondents to the NWOS in BCR 14 had been to college, though only in Vermont did respondents attain an associate or technical degree on average (Figure 4).

Figure 4. Average education level for NWOS participants in BCR 14 and the 5 target states within BCR 14.



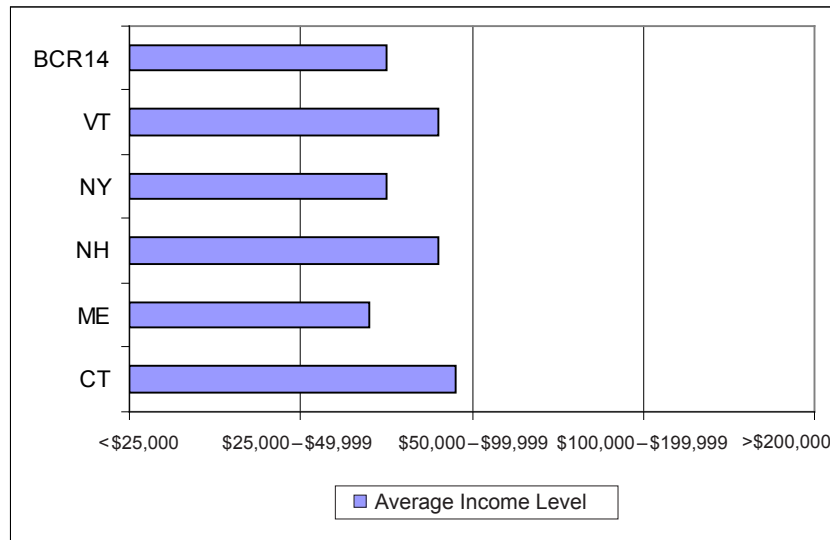
On average, NWOS respondents in BCR 28 had attended some college, but there was greater variability in mean educational level achieved among the five states examined in BCR 28 (Figure 5) than in BCR 14 (Figure 4). On average, NWOS respondents in Maryland had achieved a Bachelor's degree, while the mean educational level in Ohio and West Virginia was some college.

Figure 5. Average education level for NWOS participants in BCR 28 and the five target states within BCR 28.



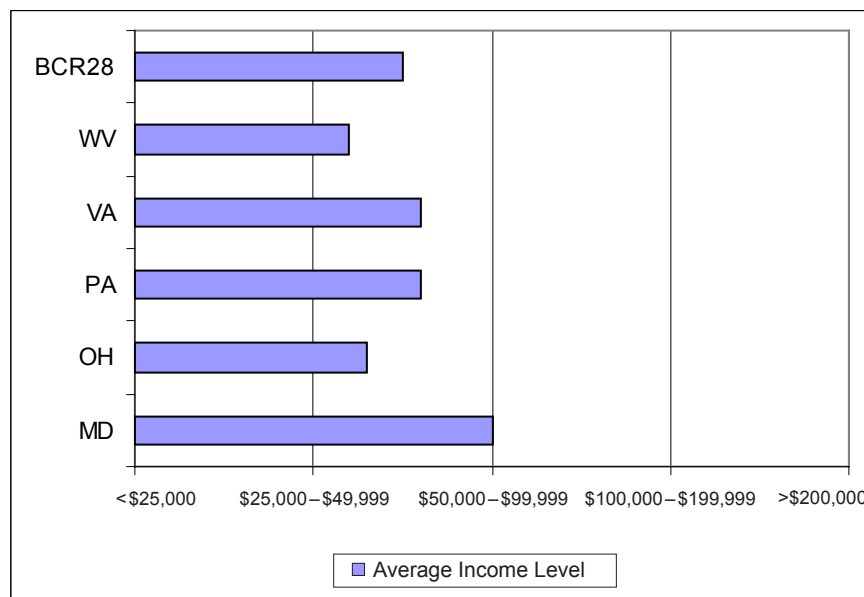
The average household income level for NWOS participants in BCR 14 and the five states that we examined separately fell below \$50,000 annually, but was > \$25,000 (Figure 6).

Figure 6. Average household income level for NWOS participants in BCR 14 and the five target states within BCR 14.



The average household income level for BCR 28 respondents was similar to BCR 14 (Figure 7). However, this BCR again demonstrated a greater degree of variability among the five states examined separately. Maryland respondents achieved an average household income level of \$50,000 to \$99,999 while the other states' respondents all averaged between \$25,000 and \$49,999.

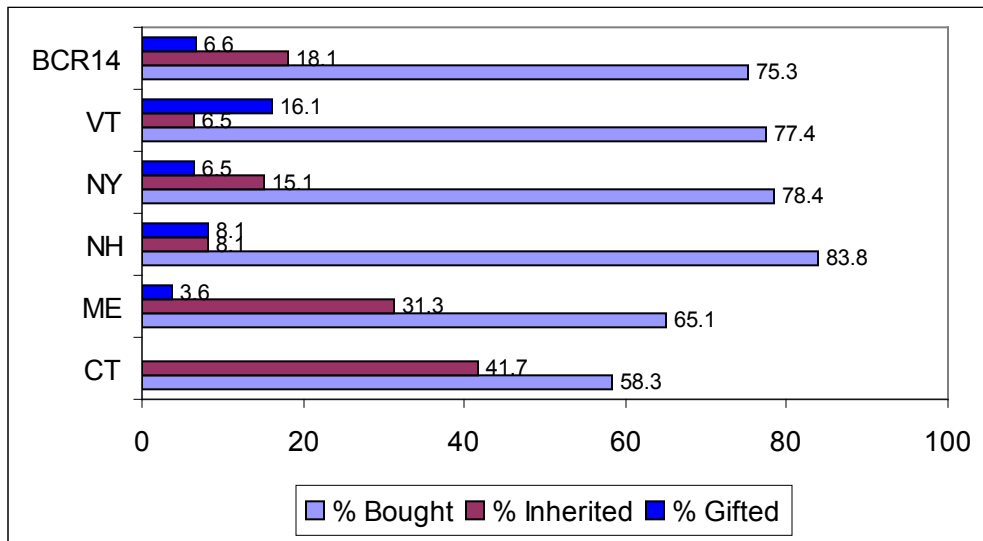
Figure 7. Average household income level for NWOS participants in BCR 28 and the five target states within BCR 28.



NWOS PARTICIPANT PROPERTIES

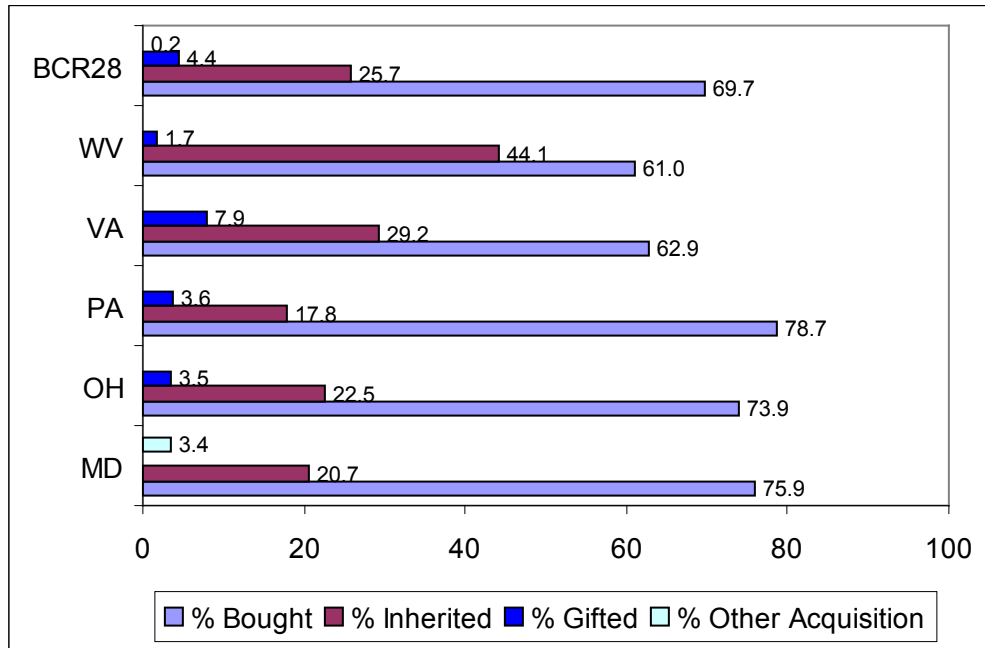
NWOS respondents in BCR 14 primarily obtained their woodland parcels by purchasing them (Figure 8). However, inheritance of woodland parcels was quite common in Maine (31.3%), and accounted for nearly half (47.1%) of the responses obtained in Connecticut.

Figure 8. Percentages of NWOS respondents in BCR 14 and the five target states within BCR 14 who purchased, inherited or been gifted their woodland parcels of 10–100 acres.



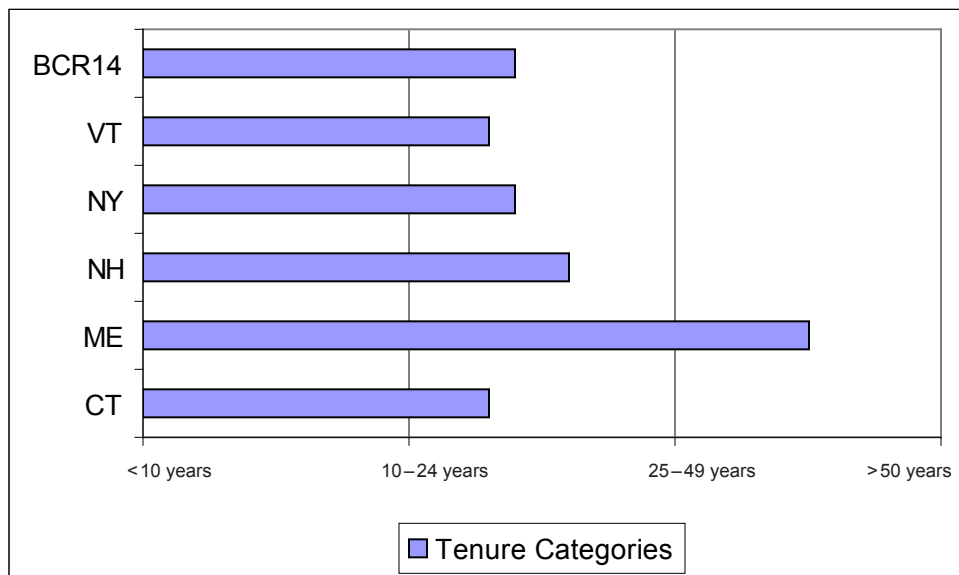
Like BCR 14, NWOS respondents in BCR 28 primarily obtained their woodland parcels by purchasing them (Figure 9), but a greater percentage of respondents inherited their parcels than in BCR 14. Almost half (44.1%) of respondents from West Virginia indicated that they had inherited their woodland parcels, and inheriting parcels was also quite common in Virginia (29.2%). In contrast, a greater percentage of respondents in BCR 14 were gifted their parcels (Figure 8) than in BCR 28 (Figure 9). In Maryland, there was a small segment (3.4%) of respondents who indicated that they had obtained their woodland parcels in some other way than purchase, inheritance or as a gift.

Figure 9. Percentages of NWOS respondents in BCR 28 and the five target states within BCR 28 who purchased, inherited, been gifted or acquired in some other way, their woodland parcels of 10–100 acres.



NWOS respondents in BCR 14 had owned their parcels for >10 years but <25 years on average (Figure 10). An important exception to this pattern among the five states examined separately in BCR 14 was Maine, in which respondents had held their woodland parcels >25 years but <50 years on average.

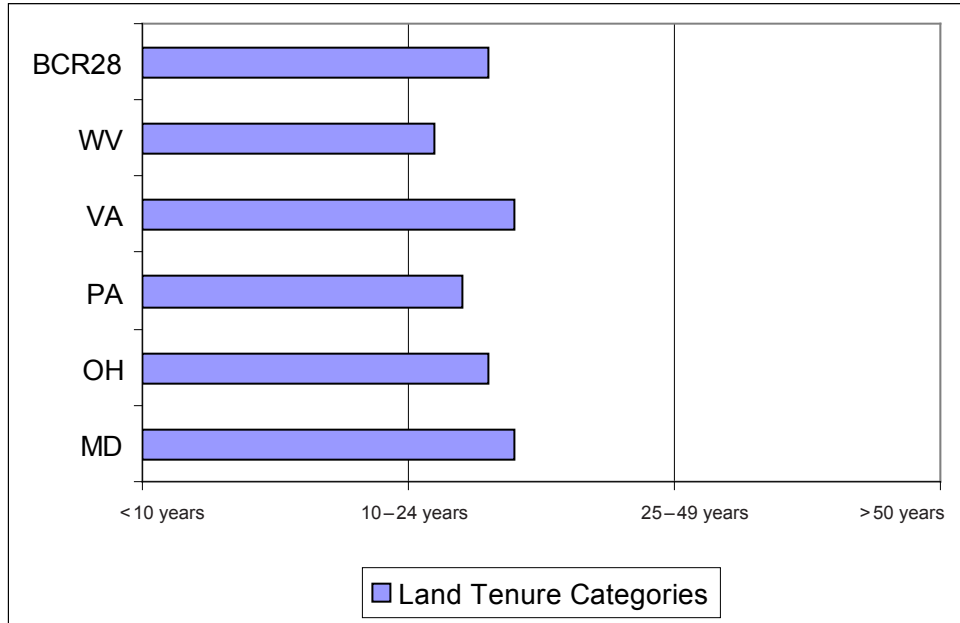
Figure 10. Average number of years of woodland parcel ownership by NWOS participants in BCR 14 and five target states within BCR 14.



Results

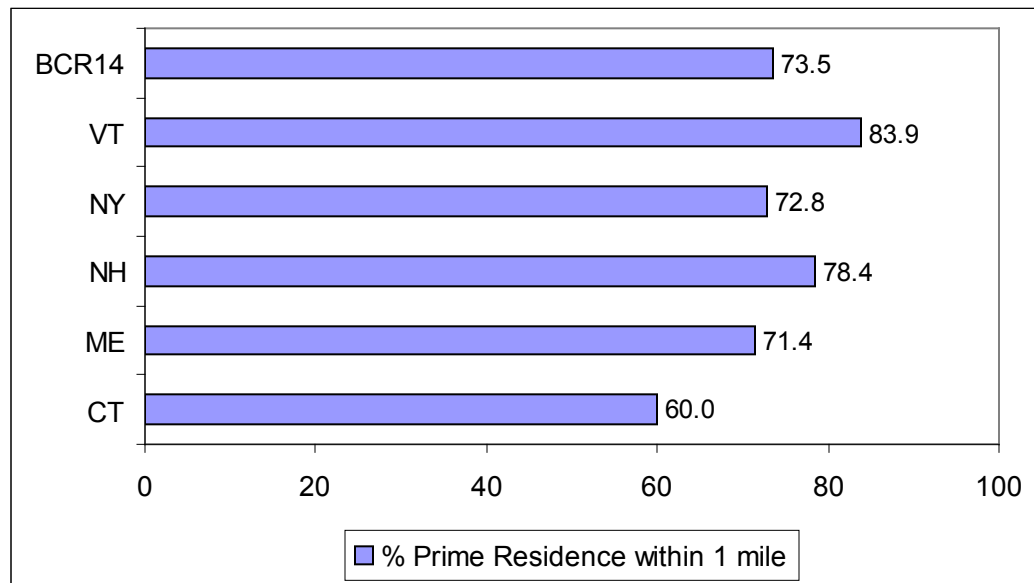
Similarly, NWOS respondents in BCR 28 had owned their woodland parcels an average of >10 years but <25 years, as had respondents within all five states examined separately within BCR 28 (Figure 11).

Figure 11. Average number of years of woodland parcel ownership by NWOS participants in BCR 28 and five target states within BCR 28.



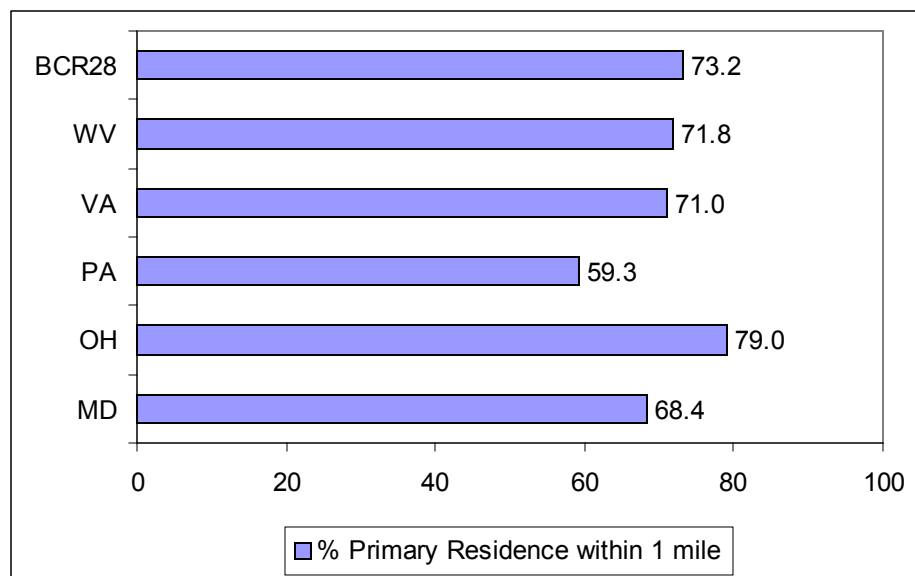
A majority (73.5%) of NWOS respondents within BCR 14 lived within a mile of their woodland parcels, although there was some variability among the five target states we examined (Figure 12). On the low end, 60% of the Connecticut NWOS respondents indicated that their primary residences were within one mile of their woodland parcels, while on the high end, 83.9% of Vermont NWOS respondents indicated that their primary residences were within one mile of their woodland parcels (Figure 12).

Figure 12. Proportion of NWOS respondents within BCR 14 and the five target states within BCR 14 whose primary residence was within one mile of their 10–100 acre woodland parcels.



On average, the proportion of NWOS respondents in BCR 28 (73.2%) whose primary residences were within one mile of their woodland parcels (Figure 13) was the same as for BCR 14 (73.5%, Figure 12). As in BCR 14, there was a fair degree of variability in the proportion of NWOS respondents within the five target states whose primary residences were within one mile of their woodland parcels. On the low end, 59.3% of Pennsylvania NWOS respondents stated that their primary residences were within one mile of their woodland parcels, while on the high end, 79.0% of Ohio NWOS respondents stated that their primary residences were within one mile of their woodland parcels (Figure 13).

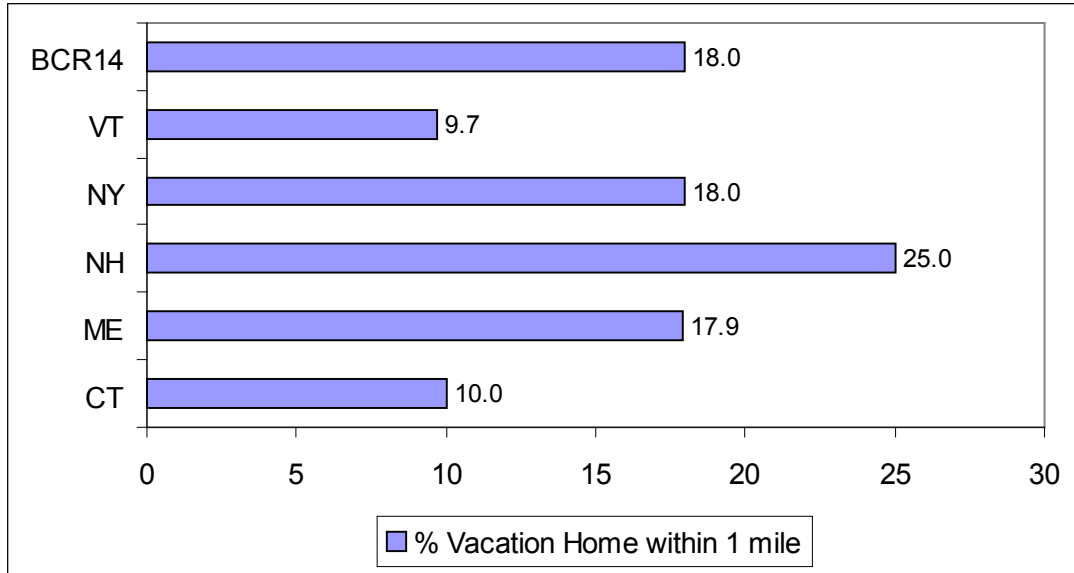
Figure 13. Proportion of NWOS respondents in BCR 28 and the five target states in BCR 28 whose primary residence was within one mile of their 10–100 acre woodland parcels.



Results

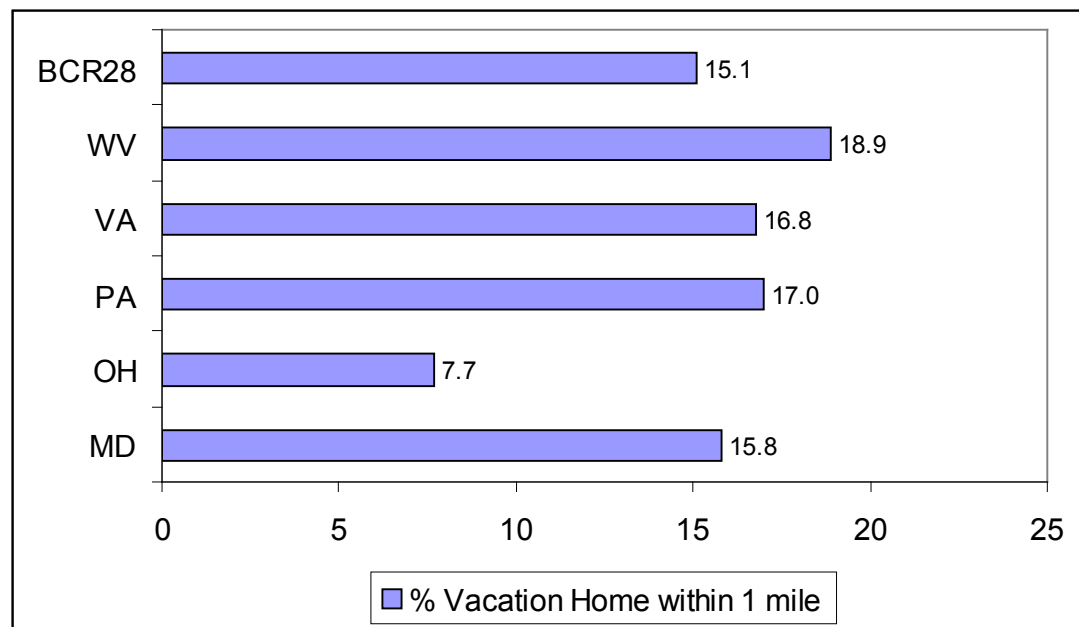
On average, less than a fifth (18%) of NWOS respondents in BCR 14 reported that they had a vacation home or cabin within one mile of their 10–100 acre woodland parcels (Figure 14). However, a quarter of the NWOS respondents in New Hampshire reported that they had vacation homes or cabins within one mile of their woodland parcels. In contrast, only 10% of Connecticut NWOS respondents reported that they had vacation homes or cabins within one mile of their woodland parcels.

Figure 14. Proportion of NWOS respondents within BCR 14 and the five target states within BCR 14 who have a vacation home or cabin within one mile of their 10–100 acre woodland parcels.



Fifteen percent of NWOS respondents in BCR 28 reported that they had vacation homes or cabins within one mile of the 10–100 acre woodland parcels (Figure 15). Similar to BCR 14, the five states within BCR 28 demonstrated significant variability. At the low end, 7.7% of Ohio NWOS respondents indicated that they had vacation homes or cabins within one mile of their woodland parcels, while 18.9% of West Virginia NWOS respondents indicated that they had vacation homes or cabins within one mile of their parcels (Figure 15).

Figure 15. Proportion of NWOS respondents within BCR 28 and the five target states within BCR 28 who have a vacation home or cabin within one mile of their 10–100 acre woodland parcels.



NWOS PARTICIPANT MOTIVATIONS AND LAND MANAGEMENT

NWOS respondents in BCR 14 and the five target states within BCR 14 identified the factors that were important motivations for their woodland ownership (Table 2). The motivations that were identified by the greatest proportions of BCR 14 NWOS respondents included 1) to enjoy scenic beauty or scenery (69.0%), 2) privacy (63.5%) and 3) part of home or vacation home (56.7%) (Table 2). There were some differences in items identified by the greatest proportions of respondents in each of the five target states (Table 3), but within all five states, privacy and to enjoy scenic beauty and scenery were the two motivations that were selected by the greatest proportions of respondents. In Connecticut, two items tied for the third most important motivation for owning woodland property. These items included 1) to protect nature and biologic diversity and 2) to pass on to children or other heirs.

Results

Table 2. Proportion of NWOS respondents who identified 12 listed items as important motivations for owning their woodland properties in BCR 14 and within five target states.

Reasons for Owning Woodlands	CT	ME	NH	NY	VT	BCR 14
To enjoy scenic beauty or scenery	66.7	64.6	88.9	67.1	67.6	69.0
To protect nature and biologic diversity	58.3	54.4	69.4	48.5	61.8	53.1
For land investment	16.7	32.9	36.1	25.7	38.2	29.2
Part of my home or vacation home	50.0	57.0	69.4	54.4	58.8	56.7
Part of my farm or ranch	33.3	13.9	11.1	24.9	8.8	20.7
For privacy	75.0	59.5	80.6	59.5	76.5	63.5
To pass land on to my children or other heirs	58.3	50.6	44.4	38.4	38.2	42.3
To cultivate or collect non-timber forest products	16.7	5.1	8.3	7.6	0.0	7.6
For production of firewood or bio-fuel (energy)	16.7	21.5	8.3	22.8	8.8	21.2
For production of sawlogs, pulpwood or other timber products	16.7	13.9	5.6	13.1	14.7	12.8
For hunting or fishing	33.3	24.1	27.8	37.6	26.5	33.0
For recreation, other than hunting or fishing	41.7	34.2	44.4	37.1	35.3	37.0

Table 3. Motivations selected as important by the greatest proportion of NWOS respondents within each of five target states in BCR 14.

State	Motivation 1	Motivation 2	Motivation 3
CT	Privacy	To enjoy scenic beauty or scenery	To protect nature and biologic diversity. To pass land on to children or other heirs
ME	To enjoy scenic beauty or scenery	Privacy	Part of home or vacation home
NH	To enjoy scenic beauty or scenery	Privacy	To protect nature and biologic diversity. Part of home or vacation home
NY	To enjoy scenic beauty or scenery	Privacy	Part of home or vacation home
VT	Privacy	To enjoy scenic beauty or scenery	To protect nature and biologic diversity

The greatest proportions of NWOS respondents in BCR 28 selected: 1) to enjoy scenic beauty or scenery (64.8%), 2) part of home or vacation home (61.1%) and 3) privacy (59.3%) as important motivations for owning their woodland parcels (Table 4). These are the same three motivations that were selected by the greatest proportions of respondents in BCR 14 (Table 2). However, privacy was chosen by a greater proportion of BCR 14 respondents than part of home or vacation home, unlike BCR 28 in which a greater proportion of respondents chose part of home or vacation home over privacy.

Table 4. Motivations for owning woodland property as identified by individuals owning 10–100 acre parcels of woodland in BCR 28 and within our five targeted states.

Reasons for Owning Woodlands	MD	OH	PA	VA	WV	BCR28
To enjoy scenic beauty or scenery	42.9	55.9	75.9	63.4	67.9	64.8
To protect nature and biologic diversity	50.0	48.5	59.3	55.9	43.8	52.8
For land investment	10.7	28.7	34.6	37.9	31.3	32.6
Part of my home or vacation home	89.3	50.0	60.5	59.6	69.6	61.1
Part of my farm or ranch	28.6	46.3	34.0	31.7	39.3	37.1
For privacy	42.9	50.7	66.7	55.9	67.9	59.3
To pass land on to my children or other heirs	28.6	47.1	50.6	57.1	62.5	52.8
To cultivate or collect non-timber forest products	0	8.8	8.0	8.7	13.4	9.0
For production of firewood or bio-fuel (energy)	3.6	17.6	18.5	9.3	26.8	16.5
For production of sawlogs, pulpwood or other timber products	3.6	15.4	17.9	11.2	8.0	13.0
For hunting or fishing	25.0	39.0	49.4	31.1	53.6	41.7
For recreation, other than hunting or fishing	28.6	37.5	40.7	31.1	33.9	35.2

There were some differences in the greatest proportion of NWOS respondents choosing motivations among the five target states within BCR 28 (Table 5). One of the top three motivations selected by the greatest proportions of respondents in each of the five states was to enjoy scenic beauty or scenery. Privacy was selected by all states except Virginia as one of the three most selected motivations for woodland ownership. In Maryland, there were two motivations that tied for third most important—privacy and to enjoy scenic beauty or scenery.

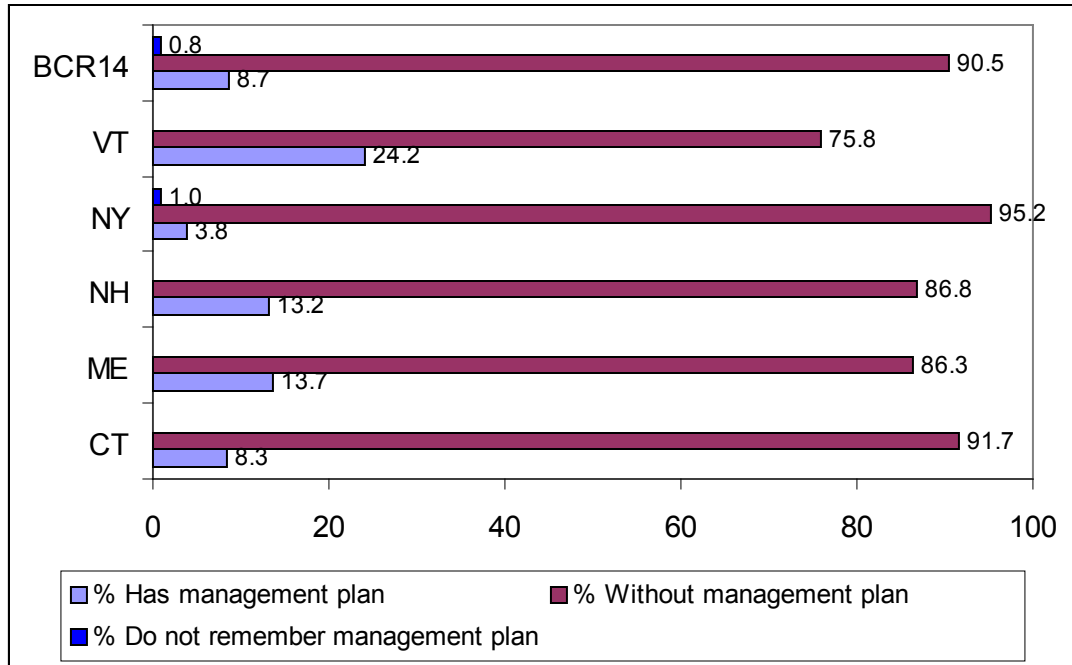
Table 5. Motivations selected as important by the greatest proportion of NWOS respondents within each of five target states in BCR 28.

State	Motivation 1	Motivation 2	Motivation 3
MD	Part of home or vacation home	To protect nature and biologic diversity	To enjoy scenic beauty or scenery. Privacy
OH	To enjoy scenic beauty or scenery	Privacy	Part of home or vacation home
PA	To enjoy scenic beauty or scenery	Privacy	Part of home or vacation home
VA	To enjoy scenic beauty or scenery	Part of home or vacation home	To pass land onto children or other heirs
WV	Part of home or vacation home	To enjoy scenic beauty or scenery	Privacy

Less than 10% of NWOS respondents in BCR 14 had a written management or stewardship plan (Figure 16). Of the five target states, Vermont had the greatest proportion (24.2%) of NWOS respondents who indicated they had a written plan. On the low end, only 3.8% of New York NWOS respondents indicated that they had a written plan. Overall, less than 1% of NWOS respondents in BCR 14 indicated that they could not remember whether or not they had a written management or stewardship plan.

Results

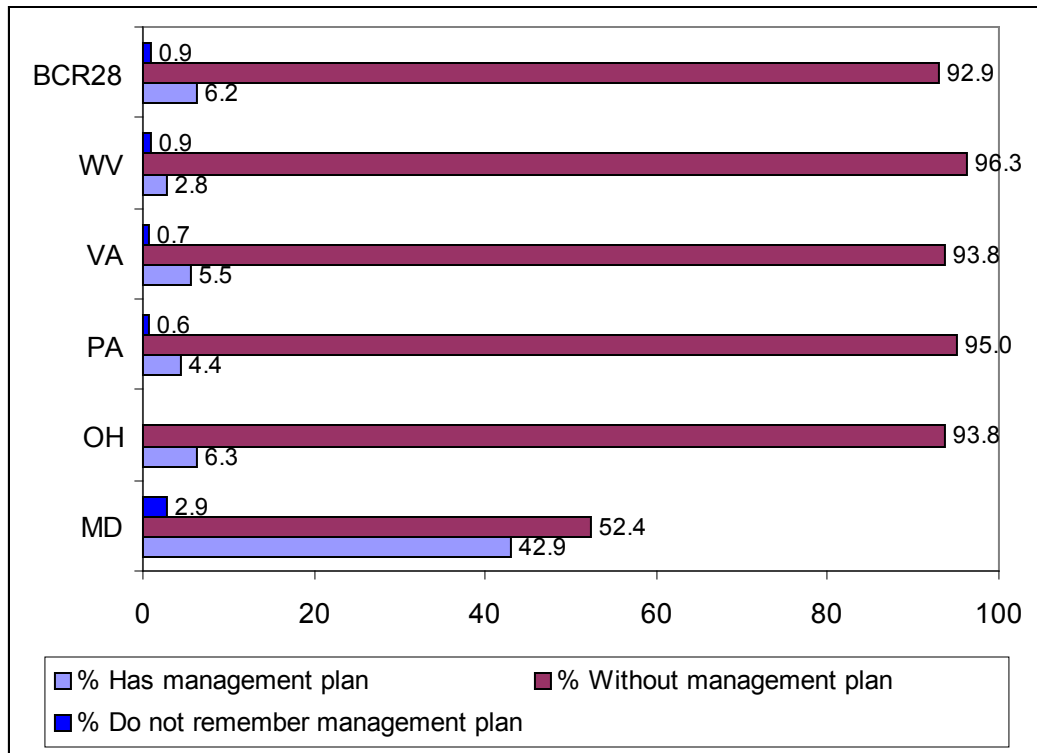
Figure 16. Proportions of respondents in BCR 14 and five target states within BCR 14 who indicated they either 1) had a written management or stewardship plan, 2) did not have a written management or stewardship plan, or 3) did not remember whether they had a written management or stewardship plan.



In BCR 28, an even smaller proportion of NWOS respondents (6.2%) indicated that they had a written management or stewardship plan (Figure 17) than in BCR 14 (Figure 16). A notable exception to this was Maryland, where almost half (42.9%) of respondents reported they had a written management or stewardship plan. On the low end, only 2.8% of West Virginia NWOS respondents indicated that they had a written management or stewardship plan.

Results

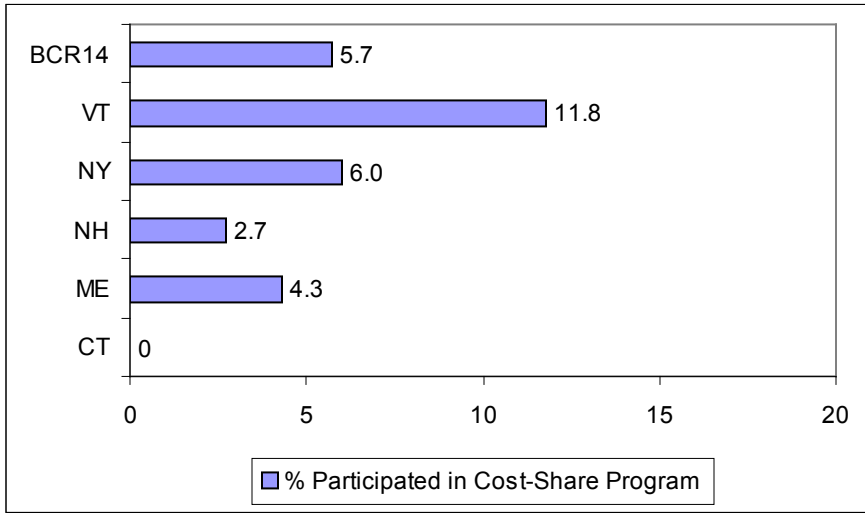
Figure 17. Proportions of respondents in BCR 28 and five target states within BCR 28 who indicated they either 1) had a written management or stewardship plan, 2) did not have a written management or stewardship plan, or 3) did not remember whether they had a written management or stewardship plan.



Only 5.7% of BCR 14 NWOS respondents had participated in a cost-share program (Figure 18). Vermont once again demonstrated a far greater percentage of NWOS respondents who had participated in a cost-share program (11.8%) as compared to the other four target states. This is similar to the pattern demonstrated in having a written management or stewardship plan (Figure 16). A negligible (<0.1%) proportion of Connecticut NWOS respondents indicated that they had participated in cost-share programs.

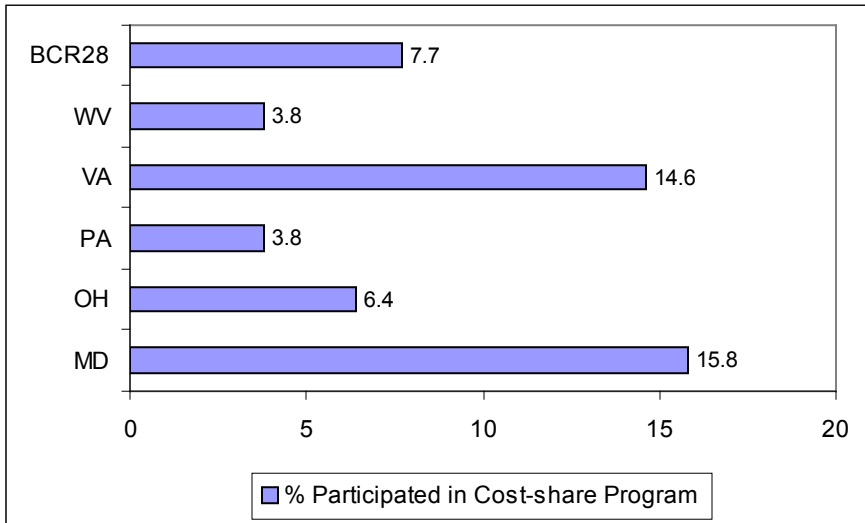
Results

Figure 18. Proportion of NWOS respondents in BCR 14 and five target states within BCR 14 who have participated in a cost-share program to assist with managing their woodland parcels.



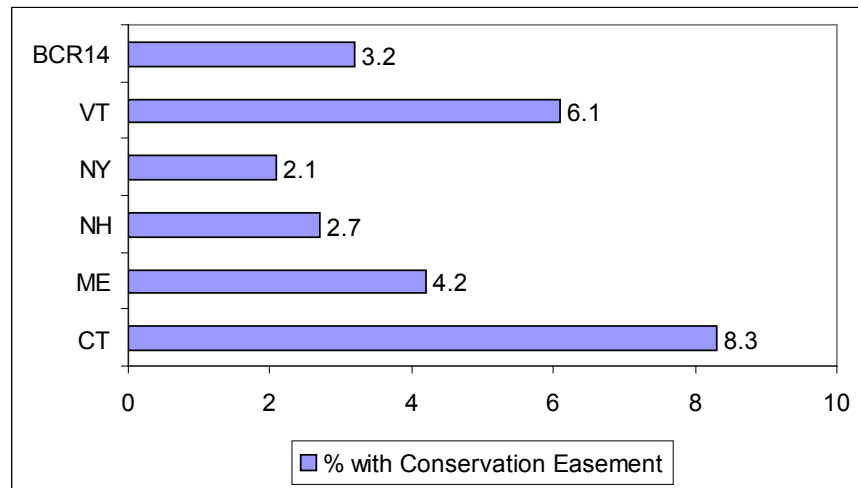
In contrast to BCR 14, the proportion of NWOS respondents in BCR 28 who have participated in a cost-share program (7.7%, Figure 19) is greater than the proportion of NWOS respondents who have a written management or stewardship plan (6.2%, Figure 17). Both Maryland (15.8%) and Virginia (14.6%) had about twice the proportion of NWOS respondents who indicated that they had participated in cost-share programs as in BCR 28. In contrast, Pennsylvania (3.8%) and West Virginia (3.8%) had only about half the proportion of NWOS respondents who indicated they had participated in a cost-share program as in BCR 28.

Figure 19. Proportion of NWOS respondents in BCR 28 and five target states within BCR 28 who have participated in a cost-share program to assist with managing their woodland parcels.



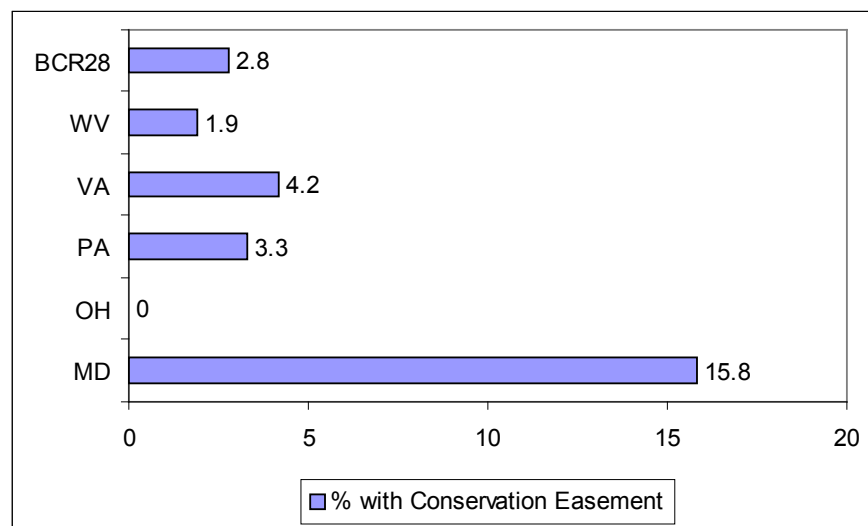
An even smaller proportion of NWOS respondents in BCR 14 had conservation easements on their woodland parcels (3.2%, Figure 20) than had participated in cost-share programs (5.7%) or had written management or stewardship plans (8.7%). At the high end, 8.3% of Connecticut NWOS respondents indicated that they had a conservation easement on their parcels, while at the low end, 2.1% of New York NWOS respondents indicated that they had conservation easements on their parcels (Figure 20).

Figure 20. Proportion of NWOS respondents in BCR 14 and five target states within BCR 14 that indicated they had a conservation easement on their 10–100 acre woodland parcels.



The proportion of NWOS respondents who had conservation easements on their 10–100 acre woodland parcels in BCR 28 (2.8%, Figure 21) was similar to that in BCR 14 (3.2%, Figure 20). A notable exception to this pattern is the greater proportion of Maryland NWOS respondents (15.8%) who indicated that they had conservation easements on their parcels. A negligible amount of Ohio NWOS respondents indicated having a conservation easement on their parcels.

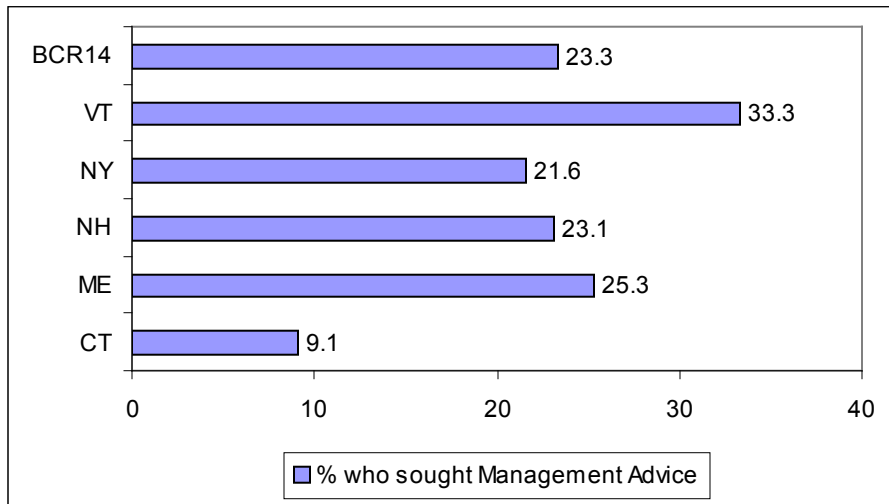
Figure 21. Proportion of NWOS respondents in BCR 28 and five target states within BCR 28 that indicated they had a conservation easement on their 10–100 acre woodland parcels.



Results

Almost a quarter (23.3%) of the NWOS respondents in BCR 14 had sought management advice within the last five years (Figure 22). At the high end, about a third of Vermont NWOS respondents had sought management advice, while at the low end, just 9.1% of Connecticut NWOS respondents had done so.

Figure 22. Proportion of NWOS respondents in BCR 14 and five target states within BCR 14 who have sought woodland management advice within the last five years.



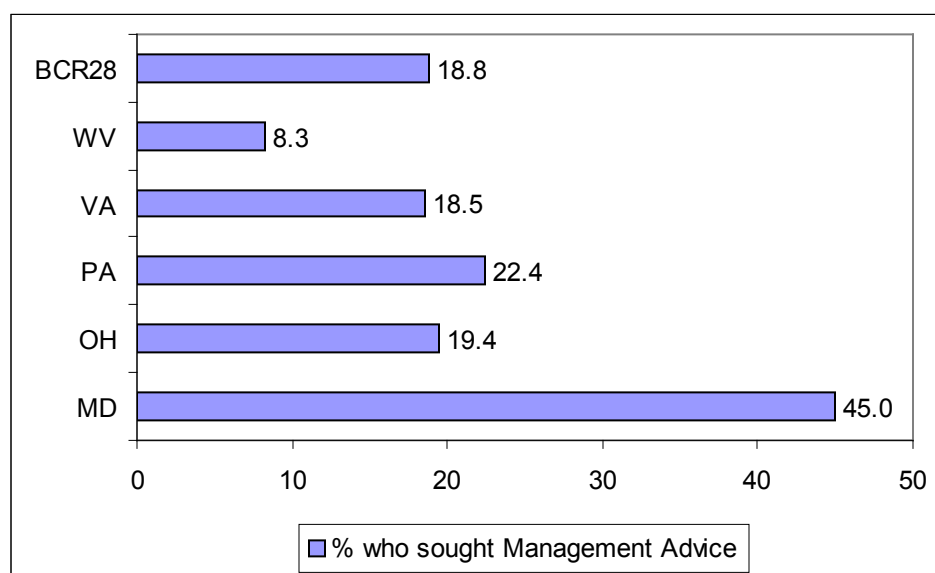
The entity selected to advise the greatest proportion of BCR 14 NWOS respondents included: 1) private consultant (34.1%), 2) state forestry agency (23.9%) and tied for 3) logger (21.6%) or another landowner (21.6%)(Table 6). There was a lot of variation in the advisors selected among NWOS respondents in the five target states. In Connecticut, only three sources were used (state forestry agency, Extension, and private consultants). In New Hampshire, private consultants were selected by two-thirds of the NWOS respondents who had sought advice, a proportion at least three times as great as that which sought advice from any other source.

Table 6. Proportion of the subset of BCR 14 NWOS respondents who had sought management advice in the last five years from each of the named sources.

	State forestry agency	Extension	Other state agency	Federal agency	Private consultant	Forest industry	Logger	Non-profit org.	Another landowner	Unknown	Other
CT	100.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
ME	30.0	10.0	5.0	5.0	40.0	10.0	30.0	5.0	15.0	0.0	15.0
NH	11.1	11.1	0.0	0.0	66.7	0.0	22.2	0.0	11.1	0.0	11.1
NY	23.4	17.0	4.3	31.9	17.0	6.4	19.1	0.0	27.7	2.1	6.4
VT	30.0	20.0	0.0	10.0	80.0	10.0	20.0	0.0	20.0	0.0	20.0
BCR14	23.9	15.9	4.5	20.5	34.1	5.7	21.6	2.3	21.6	2.3	9.1

A smaller proportion of BCR 28 NWOS respondents (18.8%, Figure 23) sought woodland management advice in the last five years than the proportion of BCR 14 NWOS respondents (23.3%, Figure 22). Once again, Maryland demonstrates a notable exception, with 45% of NWOS respondents indicating that they have sought management advice within the last five years (Figure 23).

Figure 23. Proportion of NWOS respondents in BCR 28 and five target states within BCR 28 who have sought woodland management advice within the last five years.



The entity sought for advice by the greatest proportion of BCR 28 NWOS respondents included: 1) state forestry agency (40.2%), 2) private consultant (31.8%) and logger (24.3%) (Table 7). In West Virginia, the state forestry agency was chosen by a proportion twice as great as for any other source of advice. A greater proportion of New York NWOS respondents turned to another landowner (27.7%) than any other named source.

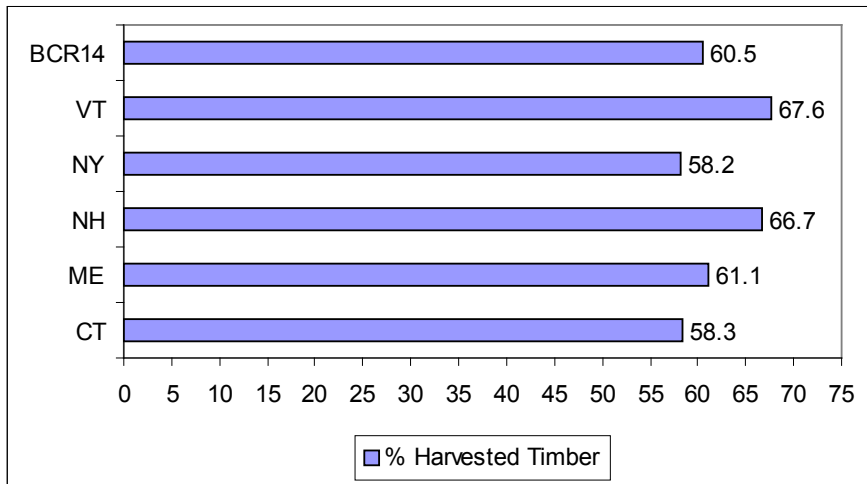
Table 7. Proportion of the subset of BCR 28 NWOS respondents who had sought management advice in the last five years from each of the named sources.

	State forestry agency	Extension	Other state agency	Federal agency	Private consultant	Forest industry	Logger	Non-profit org.	Another landowner	Unknown	Other
MD	100.0	11.1	22.2	22.2	11.1	0.0	0.0	0.0	22.2	0.0	0.0
OH	44.0	44.0	0.0	16.0	28.0	16.0	24.0	0.0	28.0	0.0	0.0
PA	24.3	10.8	2.7	8.1	32.4	16.2	35.1	2.7	24.3	2.7	2.7
VA	33.3	7.4	3.7	11.1	48.1	7.4	22.2	0.0	14.8	0	3.7
WV	55.6	22.2	0.0	0.0	11.1	11.1	22.2	0.0	22.2	0.0	0.0
BCR28	40.2	19.6	3.7	11.2	31.8	11.2	24.3	0.9	22.4	1.9	2.8

Results

More than half (60.5%) of the NWOS respondents in BCR 14 reported that they had harvested timber on their woodland parcels since owning them (Figure 24). At the high end, two thirds of Vermont’s and New Hampshire’s NWOS respondents indicated they had harvested timber, while just over 58% of the NWOS respondents in New York and Connecticut responded that they had done so.

Figure 24. Proportion of NWOS respondents in BCR 14 and five target states within BCR 14 who indicated they had harvested timber on their 10–100 acre woodland parcels since owning them.



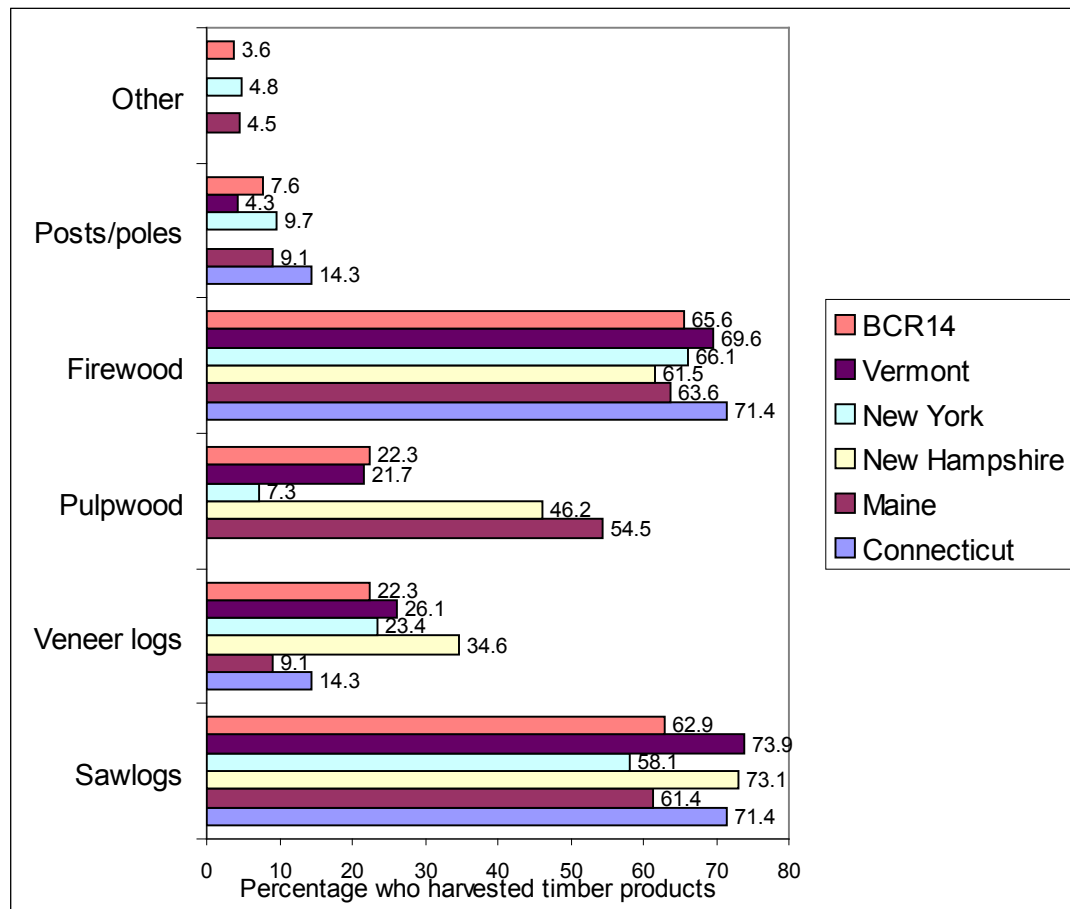
Similarly, just over half (56.2%) of NWOS respondents in BCR 28 reported that they had harvested timber on their 10 - 100 acre woodland parcels (Figure 25). A notable exception to this was the state of West Virginia, in which less than half (43.1%) of NWOS respondents reported they had harvested timber on their properties. On the high end, 61.6% of Pennsylvania NWOS respondents reported they had harvested timber on their woodland parcels.

Figure 25. Proportion of NWOS respondents in BCR 28 and five target states within BCR 28 who indicated they had harvested timber on their 10–100 acre woodland parcels since owning them.



The two timber products harvested by the greatest proportion of BCR 14 NWOS respondents on 10-100 acre woodland parcels included firewood (65.6%) and sawlogs (62.9%) (Figure 26). Posts or poles were harvested by fewer than one in ten (7.6%) respondents and both pulpwood (22.3%) and veneer logs (22.3%) were harvested by slightly less than a quarter of respondents. The proportion of NWOS respondents who harvested pulpwood in the five target states varied dramatically, with 54.5% of Maine NWOS respondents reporting they had harvested pulpwood, while in New York, only 7.3% of NWOS respondents indicated they had harvested pulpwood.

Figure 26. Proportion of NWOS respondents in BCR 14 and five target states within BCR 14 who indicated they had harvested five named timber products or some other timber product from their woodland parcels.

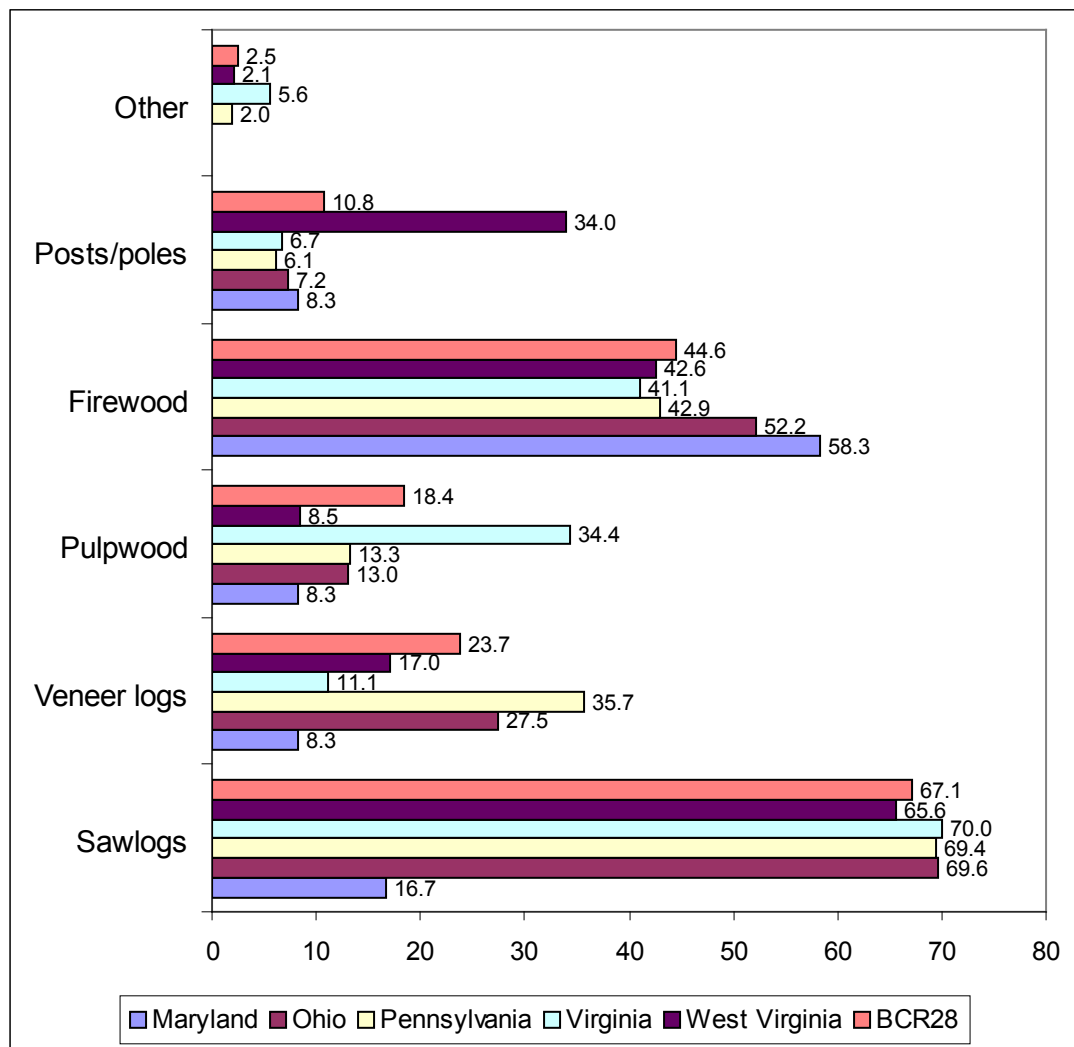


In BCR 28, the two timber products harvested by the greatest proportion of NWOS respondents includes saw logs (67.1%) and firewood (44.6%)(Figure 27). In BCR 28, the proportions of respondents within each of the five target states who harvested pulpwood, posts/poles and veneer logs were highly variable. More than a third (34.4%) of Virginia NWOS respondents indicated they had harvested pulpwood but only 8.3% of Maryland NWOS respondents and 8.5% of West Virginia NWOS respondents reported they had harvested pulpwood. A third (34.0%) of West Virginia NWOS respondents indicated they had harvested posts/poles, yet less than 10% of the respondents in Maryland, Ohio,

Results

Pennsylvania and Virginia reported they had harvested posts/poles. More than a third (35.7%) of Pennsylvania NWOS respondents indicated they had harvested veneer logs on their woodland parcels, compared to only 8.3% of Maryland NWOS respondents.

Figure 27. Proportion of NWOS respondents in BCR 28 and 5 target states within BCR 28 who indicated they had harvested five named timber products or some other timber product from their woodland parcels.



Woodland owners harvest timber on their properties for many reasons. In BCR 14, the greatest proportion of respondents identified the following reasons for their harvesting activities: 1) improve tree quality (58.0%), 2) trees were mature (53.1%) and 3) needed wood for personal use (53.1%) (Table 8).

Table 8. Proportion of NWOS respondents in BCR14 and five target states within BCR 14 who identified ten listed reasons or some “other” reason for harvesting timber products on their woodland parcels. (Full responses included: To achieve objectives in my management plan; Trees were mature; To clear land for conversion to another use; Needed the money; Needed wood for own use; Price was right; To improve hunting opportunities; To improve scenic and recreational opportunities; To remove trees damaged by a natural catastrophe; To improve quality of remaining trees; Other)

	Part Mgmt Plan	Trees Mature	Clear Land	Needed Money	Wood Personal use	Price was right	Improve hunting	Improve Recreation	Remove damaged trees	Improve tree quality	Other
CT	14.3	57.1	14.3	14.3	57.1	14.3	0.0	14.3	28.6	28.6	0.0
ME	22.7	54.5	6.8	15.9	50.0	6.8	4.5	9.1	36.4	50.0	6.8
NH	26.9	46.2	7.7	19.2	30.8	7.7	3.8	30.8	30.8	50.0	0.0
NY	13.7	58.1	2.4	23.4	58.9	20.2	13.7	4.0	46.0	61.3	0.8
VT	34.8	30.4	13.0	34.8	52.2	0.0	4.3	8.7	21.7	73.9	4.3
BCR14	19.6	53.1	4.5	22.3	53.1	13.8	9.4	9.4	39.3	58.0	2.2

There were differences among the five target states regarding the responses chosen by the greatest proportion of individuals (Table 9). However, the use of wood for personal use was selected by respondents as one of the top reasons for harvesting timber products on woodland parcels in all five states, as was the harvest of trees to improve the quality of the remaining trees (Table 9). All but one state (Vermont) included the reason that trees were mature.

Table 9. Three reasons for harvesting timber products chosen by the greatest proportion of NWOS respondents in each of five states (CT, ME, NH, NY, and VT) within BCR 14.

State	Reason 1	Reason 2	Reason 3
CT	Trees were mature	Wood for personal use	Remove damaged trees Improve quality of remaining trees
ME	Trees were mature	Wood for personal use	Improve quality of remaining trees
NH	Improve quality of remaining trees	Trees were mature	Wood for personal use Improve recreational opportunities Remove damaged trees
NY	Improve quality of remaining trees	Wood for personal use	Trees were mature
VT	Improve quality of remaining trees	Wood for personal use	Part of management plan Needed money

Results

The three reasons selected by the greatest proportion of BCR 28 NWOS respondents for harvesting timber products included: 1) trees were mature (55.1%), 2) improve the quality of remaining trees (38.3%) and 3) remove trees damaged by a natural catastrophe (34.5%) (Table 10). Few individuals selected to improve recreational opportunities (4.1%) or to improve hunting (5.4%).

Table 10. Proportion of NWOS respondents in BCR 28 and five target states within BCR 28 who identified ten listed reasons or some “other” reason for harvesting timber products on their woodland parcels. (Full responses included: To achieve objectives in my management plan; Trees were mature; To clear land for conversion to another use; Needed the money; Needed wood for own use; Price was right; To improve hunting opportunities; To improve scenic and recreational opportunities; To remove trees damaged by a natural catastrophe; To improve quality of remaining trees; Other)

	Part Mgmt Plan	Trees Mature	Clear Land	Needed Money	Wood Personal use	Price was right	Improve hunting	Improve Recreation	Remove damaged trees	Improve tree quality	Other
MD	41.7	16.7	0.0	0.0	25.0	0.0	8.3	25.0	8.3	50.0	16.7
OH	14.5	72.5	7.2	11.6	36.2	11.6	5.8	2.9	42.0	27.5	0.0
PA	18.4	56.1	8.2	21.4	30.6	17.3	9.2	4.1	32.7	50.0	4.1
VA	12.2	57.8	16.7	31.1	21.1	8.9	2.2	3.3	33.3	35.6	2.2
WV	10.6	34.0	10.6	10.6	46.8	6.4	2.1	0.0	38.3	31.9	0.0
BCR28	15.5	55.1	10.4	19.3	31.0	11.4	5.4	4.1	34.5	38.3	2.8

As in BCR 14, there were differences among the five target states in terms of the reasons selected by the greatest proportions of respondents for harvesting timber products on their woodland parcels (Table 11). In every state except Maryland, the fact that trees were mature and that trees had been damaged by a natural catastrophe were given as two of the three most important reasons by NWOS respondents.

Table 11. Three reasons for harvesting timber products chosen by the greatest proportions of NWOS respondents in five states (MD, OH, PA, VA, and WV) within BCR 28.

State	Reason 1	Reason 2	Reason 3
MD	Improve quality of remaining trees	Part of management plan	Wood for personal use Improve recreational opportunities
OH	Trees were mature	Remove trees damaged by a natural catastrophe	Wood for personal use
PA	Trees were mature	Improve quality of remaining trees	Remove trees damaged by a natural catastrophe
VA	Trees were mature	Improve quality of remaining trees	Remove trees damaged by a natural catastrophe
WV	Wood for personal use	Remove trees damaged by a natural catastrophe	Trees were mature

Within the last five years, BCR 14 NWOS respondents engaged in many other management activities on their woodland parcels in addition to tree harvest (Table 12). The three activities identified by the greatest proportion of BCR 14 respondents included: 1) recreation or hunting by me, my family, or friends, i.e., private recreation (45.1%), 2) posted land to restrict public access, i.e., post land (33.8%) and 3) built or performed maintenance on roads or trails, i.e., road/trail maintenance (23.4%). Among the five states within BCR 14, there were sometimes large differences in the proportions of NWOS respondents who engaged in a given management activity. For example, only 8.3% of New Hampshire NWOS respondents reported they had posted their land to restrict public access, while almost half (44.7%) of New York respondents reported that they had done so. Only a negligible amount of Connecticut NWOS respondents had prepared land for new trees, i.e., site prep, reduced fire hazard, conducted wildlife habitat or fisheries improvement projects and provided recreation or hunting by the general public with landowner permission.

Table 12. Proportion of NWOS respondents in BCR 14 and five target states within BCR 14 who had engaged in nine listed management activities on their woodland parcels within the last five years. (Full responses included: Prepared land for new trees—“site prep”; Planted trees; Reduced fire hazard; Applied herbicides, pesticides or fertilizers; Built or performed maintenance on roads or trails; Wildlife habitat/fisheries improvement projects; Posted land to restrict public access; Recreation or hunting by me, my family or friends; Recreation or hunting by the general public with my permission; and None of the above)

	Site Prep	Tree Planting	Fire Reduction	Apply Chemicals	Road/trail Maint.	WL Habitat	Post Land	Private Recr.	Public Recr.
CT	0.0	16.7	0.0	8.3	16.7	0.0	33.3	58.3	0.0
ME	3.8	10.1	12.7	2.5	24.1	6.3	15.2	36.7	17.7
NH	5.6	22.2	27.8	0.0	30.6	5.6	8.3	50.0	27.8
NY	2.1	20.7	5.5	3.8	23.2	13.9	44.7	48.5	12.7
VT	0.0	14.7	5.9	11.8	17.6	2.9	26.5	26.5	11.8
BCR14	2.8	17.4	7.3	3.8	23.4	10.1	33.8	45.1	14.6

Like BCR 14 respondents, BCR 28 NWOS respondents engaged in many management activities on their woodland parcels in the last five years (Table 13). In BCR 28, the management activities undertaken by the greatest proportions of NWOS respondents included: 1) recreation or hunting by me, my family or friends i.e. private recreation (58.8%), 2) posted land to restrict public access i.e., post land (38.9%) and 3) built or performed maintenance on roads or trails i.e., road/trail maintenance (26.2%). As in BCR 14, there was great variability in the proportion of respondents within each of the five target states who posted their land to restrict public access. On the high end, 71.4% of Maryland NWOS respondents reported that they had posted their land, while less than a third (32.3%) of Virginia NWOS respondents had done so.

Results

Table 13. Proportion of NWOS respondents in BCR 28 and five target states within BCR 28 who had engaged in nine listed management activities on their woodland parcels within the last five years. (Full responses included: Prepared land for new trees —“site prep”; Planted trees; Reduced fire hazard; Applied herbicides, pesticides or fertilizers; Built or performed maintenance on roads or trails; Wildlife habitat/fisheries improvement projects; Posted land to restrict public access; Recreation or hunting by me, my family or friends; Recreation or hunting by the general public with my permission; and None of the above)

	Site Prep	Tree Planting	Fire Reduction	Apply Chemicals	Road/trail Maint.	WL Habitat	Post Land	Private Recr.	Public Recr.
MD	3.6	25.0	3.6	3.6	17.9	14.3	71.4	57.1	7.1
OH	10.3	24.3	10.3	11.0	28.7	19.1	38.2	64.7	16.2
PA	6.2	24.1	4.3	7.4	27.8	8.0	36.4	62.3	24.7
VA	3.7	14.9	7.5	7.5	23.6	6.8	32.3	41.0	8.1
WV	0.9	13.4	7.1	7.1	25.9	6.3	44.6	72.3	10.7
BCR28	5.5	19.5	7.0	8.2	26.2	10.2	38.9	58.8	14.9

NWOS respondents in BCR 14 identified the usefulness of eleven different kinds of communication channels by which to receive woodland management information (Table 14). The channels which were deemed as being very useful by the greatest proportions of NWOS respondents included: 1) publications, books or pamphlets (44.3%), 2) talking with a forester or other natural resource professional (44.1%) and newsletters, magazines or newspapers (35.5%). The channels selected by the fewest BCR 14 NWOS respondents were conferences, workshops, or video conferences (11.8%)(Table 14).

Table 14. Proportion of NWOS respondents in BCR 14 and five target states within BCR 14 who indicated the mean usefulness of eleven communication channels by which to receive woodland management information. (Full responses included: Publications, books or pamphlets; Newsletters, magazines or newspapers; Internet/Web; Conferences, workshops or video conferences; Video tapes for home viewing; Television or radio programs; Visiting other woodlands or field trips; Talking with a forester or other natural resource professional; Talking with other woodland owners; Talking with a logging contractor; and Membership in a landowner organization.)

	Publications	Newsletters, etc.	Internet	Conferences, Workshops	Video tapes	TV or Radio	Field trips	Talk w/NR Professional	Talk w/woodland owner	Talk w/logging contractor	Membership in landowner org.
CT	25.0	25.0	16.7	8.3	25.0	16.7	8.3	41.7	8.3	8.3	8.3
ME	36.7	27.8	17.7	10.1	25.3	19.0	13.9	41.8	20.3	12.7	11.4
NH	47.2	38.9	16.7	11.1	33.3	30.6	22.2	63.9	19.4	16.7	13.9
NY	48.1	38.8	26.2	12.2	27.0	24.5	18.6	41.4	29.1	17.7	15.2
VT	35.3	32.4	17.6	14.7	17.6	14.7	14.7	47.1	17.6	11.8	8.8
BCR14	44.3	35.5	22.4	11.8	26.4	22.7	17.4	44.1	24.9	15.6	13.4

Similarly, in BCR 28, the communication channels selected by the greatest proportions of NWOS respondents included: 1) publications, books or pamphlets (39.2%), 2) talking with a forester or other natural resource professional (35.7%), and 3) newsletters, magazines or newspapers (34.4%) (Table 15). These are the same three communication channels that were selected by individuals within BCR 14 (Table 14). In contrast, the communication channel that was selected by the smallest proportion of NWOS respondents in BCR 28 was membership in a landowner organization (7.0%) as compared to conferences, workshops or video conferences, which had been selected by the smallest proportion of BCR 14 respondents.

Table 15. Proportion of NWOS respondents in BCR 28 and five target states within BCR 28 who indicated the mean usefulness of eleven communication channels by which to receive woodland management information. (Full responses included: Publications, books or pamphlets; Newsletters, magazines or newspapers; Internet/Web; Conferences, workshops or video conferences; Video tapes for home viewing; Television or radio programs; Visiting other woodlands or field trips; Talking with a forester or other natural resource professional; Talking with other woodland owners; Talking with a logging contractor; and Membership in a landowner organization.)

	Publications	Newsletters, etc.	Internet	Conferences, Wkshps	Video tapes	TV or Radio	Field trips	Talk w/NR Professional	Talk w/ woodland owner	Talk w/logging contractor	Membership in landowner org.
MD	42.9	25.0	28.6	28.6	39.3	10.7	14.3	50.0	17.9	7.1	14.3
OH	30.1	33.1	11.0	7.4	16.2	15.4	8.8	26.5	11.8	9.6	6.6
PA	46.9	40.1	27.2	11.7	22.8	19.8	17.9	41.4	20.4	12.3	8.6
VA	39.8	31.1	28.0	8.7	24.8	20.5	11.2	40.4	19.3	10.6	7.5
WV	38.4	33.9	19.6	8.9	20.5	18.8	14.3	29.5	23.2	5.4	3.6
BCR28	39.2	34.4	22.4	10.2	22.2	18.2	13.2	35.7	18.5	9.7	7.0

COMPARISON/CONTRAST WITH PHASE II MESSAGE TESTING FOCUS GROUP PARTICIPANTS

As a part of our analysis, we compared the responses of Phase II Message Testing Focus Group participants (Case Study 2009-03) with those of NWOS respondents in BCRs 14 and 28, and in New York and Pennsylvania for which the same or very similar questions were asked (Table 1).

The two landowner demographic characteristics that we compared and contrasted were age and gender. A larger proportion of Phase II Focus Group participants fell into the 55–64 age category than in any of the NWOS populations we examined (Table 16). A greater proportion of Phase II Focus Group participants belonged to the 25–34 age category than in BCR 14. A smaller proportion of Phase II Focus Group participants were included in the 65–74 and >75 age categories than any of the NWOS populations. On average, the age of Phase II Focus Group participants was slightly younger than that of BCR 14 respondents and more closely emulated the age breakdown of BCR 28 NWOS respondents.

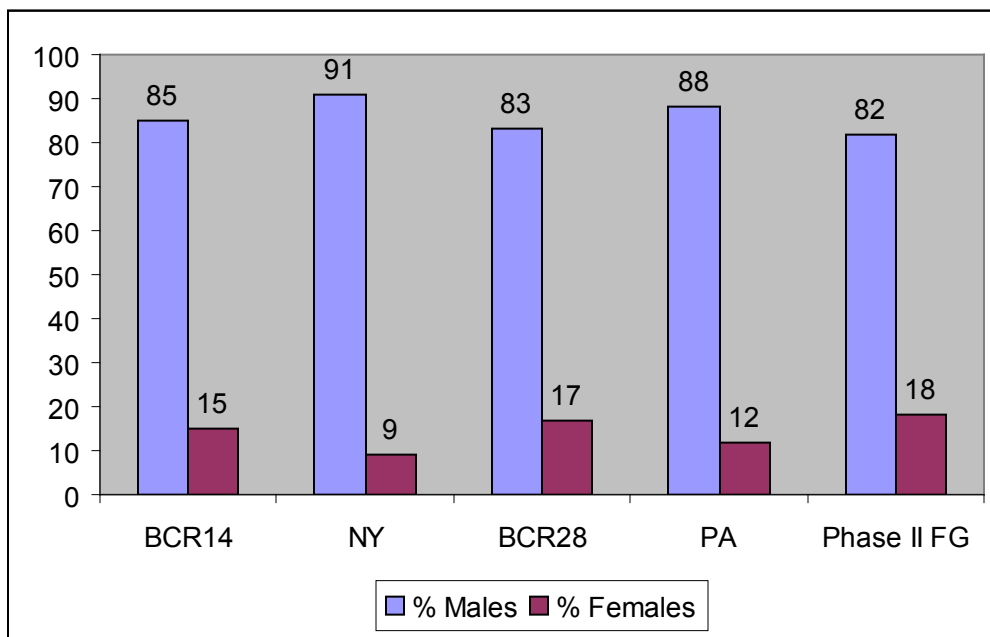
Results

Table 16. Percentages of NWOS respondents and Phase II Message Testing Focus Group participants who reported that they belonged to each of seven age categories.

	< 25	25-34	35-44	45-54	55-64	65-74	> 75
BCR14	0.0	0.5	6.4	25.8	26.9	18.7	21.2
NY	0.0	0.0	7.6	25.4	26.7	19.5	19.9
BCR28	0.0	2.3	8.7	23.8	29.7	19.4	16.0
PA	0.0	2.5	11.3	24.5	25.2	22.6	14.5
Focus Groups 2	0.0	2.9	8.8	20.6	47.1	11.8	8.8

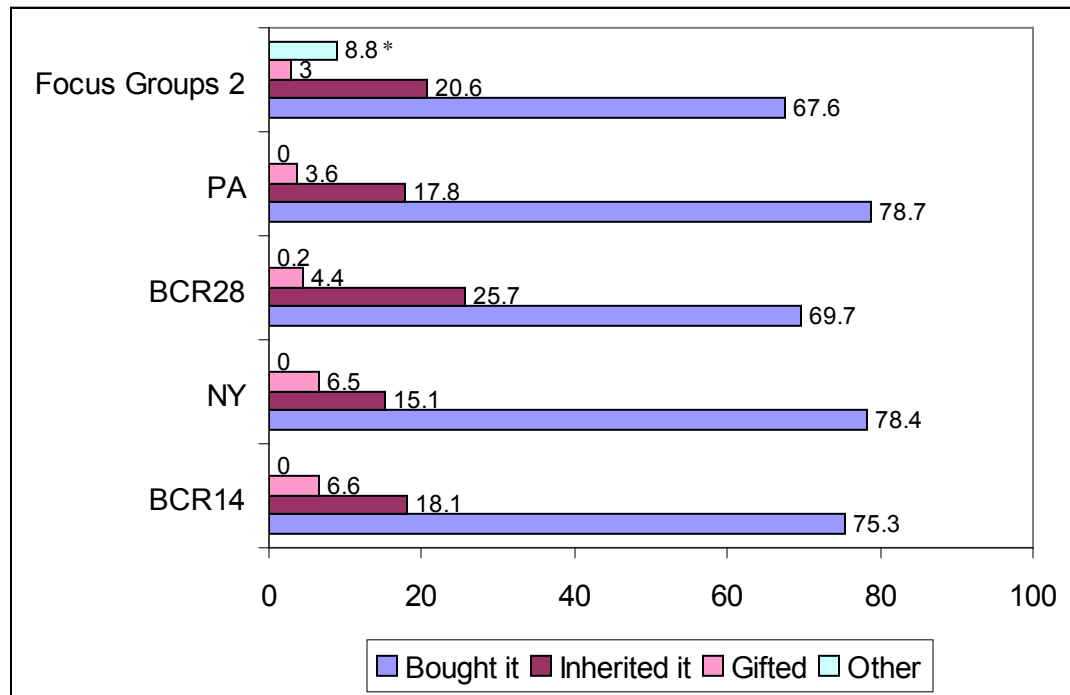
The proportion of males and females in each of the NWOS populations and the Phase II Focus Groups were similar (Figure 28). The Phase II Focus Group participants more closely resembled the gender make-up of the two BCRs overall than New York or Pennsylvania in particular.

Figure 28. Proportion of NWOS respondents and Phase II Message Testing Focus Group participants that indicated that they were either male or female.



The most common way for NWOS respondents and Phase II Focus Group participants to obtain their woodland parcels is to purchase them (Figure 29). Less than 10% of any population had been gifted their parcels.

Figure 29. Proportion of NWOS respondents from BCR 14, BCR 28, New York and Pennsylvania and Phase II Message Testing Focus Group participants who indicated that they had bought, inherited, been gifted or acquired their woodland parcels by other means.

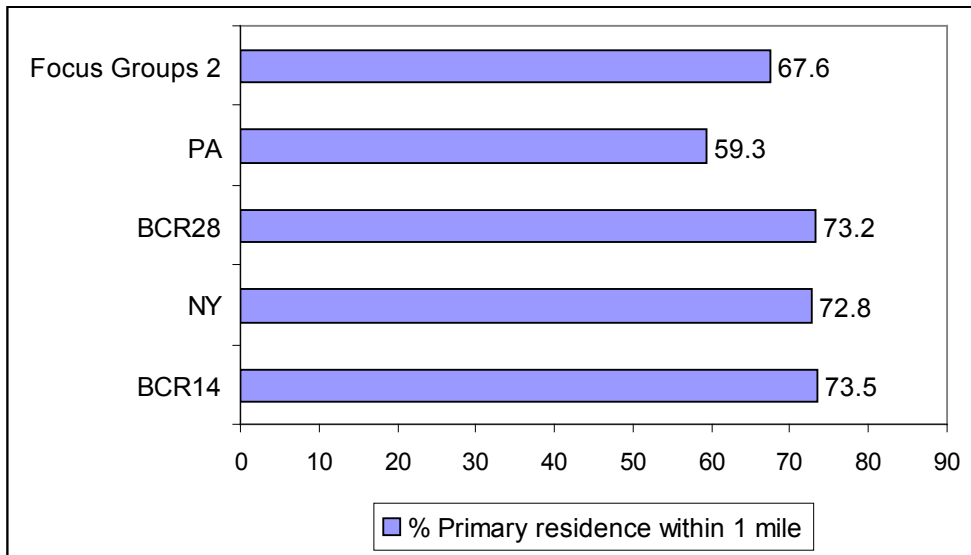


*The "other" way of obtaining woodland parcels listed by Phase II Message Testing Focus Group participants was a combination of purchasing and inheritance.

The proportion of NWOS respondents in BCR 14, BCR 28, and New York who reported that their primary residences were within one mile of their woodland parcels was similar (Figure 30). A slightly smaller proportion (67.6%) of Phase II Focus Group participants had a primary residence within one mile of their woodland parcels, and even a smaller proportion (59.3%) of Pennsylvania NWOS respondents indicated that their primary residences were within one mile of their woodland parcels.

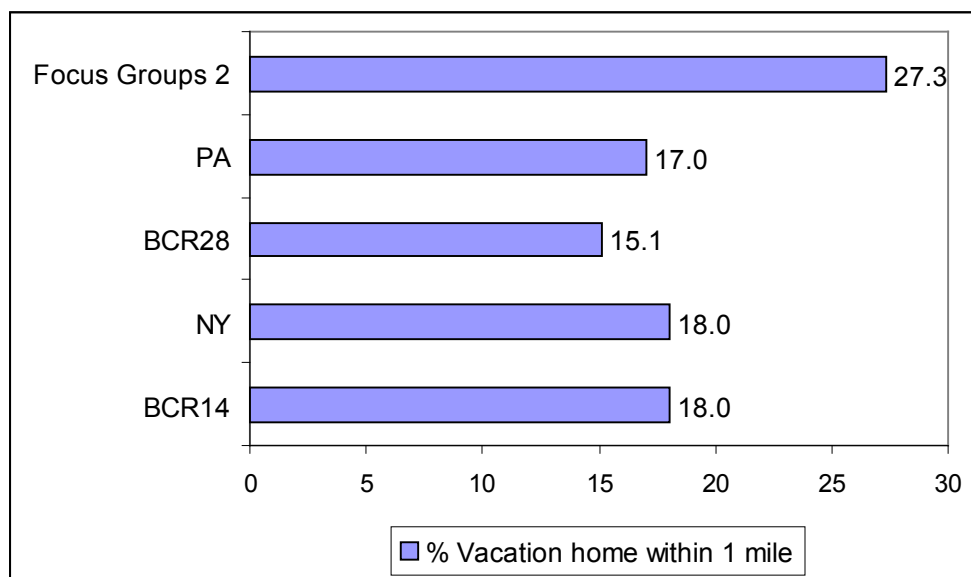
Results

Figure 30. Proportion of NWOS respondents in BCR 14, BCR 28, New York and Pennsylvania and Phase II Message Testing Focus Group participants who reported that their primary residences were within one mile of their woodland parcels.



In contrast, a larger proportion of Phase II Focus Group participants reported that they had a vacation home or cabin within 1 mile of their woodland parcels than any of the NWOS respondent populations (Figure 31). More than a quarter (27.3%) of Phase II Focus Group participants indicated that they had a vacation home or cabin within one mile of their woodland parcels, while less than 20% of any of the NWOS respondents indicated that they had a vacation home or cabin within a mile of their woodland parcels.

Figure 31. Proportion of NWOS respondents in BCR 14, BCR 28, New York and Pennsylvania and Phase II Message Testing Focus Group participants who reported they had a vacation home or cabin within one mile of their woodland parcels.



The motivation for owning woodland parcels that was rated as very important by the greatest proportion of NWOS respondents and Phase II Focus Group participants was to enjoy beauty or scenery (Table 17). Within each NWOS population and the Phase II Focus Group participants, the three motivations which were rated as very important by the greatest proportions of respondents included: 1) beauty, 2) privacy and 3) part of my home or vacation home (Table 18). Another motivation tied for third place within the Phase II Focus Group Participants—to pass land on to my children or other heirs.

Table 17. Percentages of NWOS respondents and Phase II focus group participants who indicated that the listed reasons for owning their woodlands were important. (Full responses included: To enjoy beauty or scenery; To protect nature and biologic diversity; For land investment; Part of my home or vacation home; Part of my farm or ranch; For privacy; To pass land on to my children or other heirs; For cultivation/collection of non-timber forest products; For production of firewood or biofuel (energy); For production of sawlogs, pulpwood or other timber products; For hunting or fishing; For recreation, other than hunting or fishing).

	Beauty	Protect Nature	Land Investment	Part of home	Part of Farm	Privacy	Pass to heirs	Non-timber products	Firewood/Biofuel	Timber products	Hunt/Fish	Other Recreation
BCR14	69.0	53.1	29.2	56.7	20.7	63.5	42.3	7.6	21.2	12.8	33.0	37.0
NY	67.1	48.5	25.7	54.4	24.9	59.5	38.4	7.6	22.8	13.1	37.6	37.1
BCR28	64.8	52.8	32.6	61.1	37.1	59.3	52.8	9.0	16.5	13.0	41.7	35.2
PA	75.9	59.3	34.6	60.5	34.0	66.7	50.6	8.0	18.5	17.9	49.4	40.7
Phase II focus groups	73.5	32.4	15.2	51.5	*	41.2	41.2	6.1	21.2	14.7	38.2	24.2

* Phase II Message Testing Focus Group participants were not presented with the option “part of farm” as a motivation for owning their woodland parcels

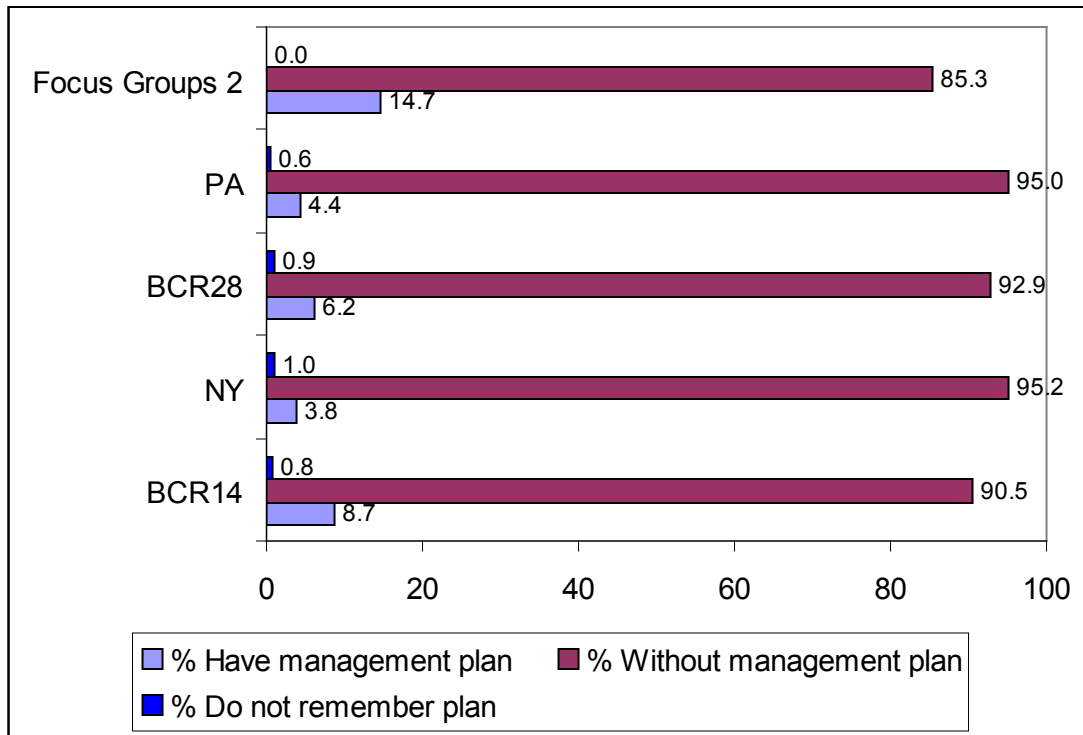
Table 18. Motivations rated as “very important” by the greatest proportions of NWOS respondent populations (BCR 14, BCR 28, New York and Pennsylvania) and the Phase II Message Testing Focus Group participants.

Population	Motivation 1	Motivation 2	Motivation 3
Phase II Message Testing Focus Group participants	To enjoy beauty or scenery	Part of my home or vacation home	For privacy To pass on to my children or other heirs
BCR 14 NWOS respondents	To enjoy beauty or scenery	For privacy	Part of my home or vacation home
New York NWOS respondents	To enjoy beauty or scenery	For privacy	Part of my home or vacation home
BCR 28 NWOS respondents	To enjoy beauty or scenery	Part of my home or vacation home	For privacy
Pennsylvania NWOS respondents	To enjoy beauty or scenery	For privacy	Part of my home or vacation home

Results

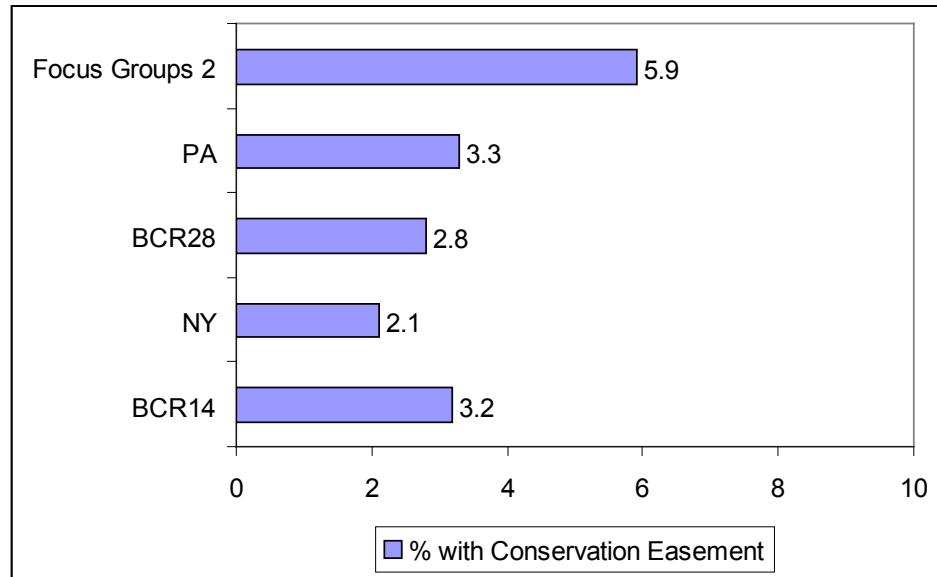
A greater proportion (14.7%) of Phase II Focus Group participants had a written management or stewardship plan than any of the NWOS respondent populations (Figure 32). At the low end, only 3.8% of New York NWOS respondents had indicated that they had a written management or stewardship plan.

Figure 32. Proportion of NWOS respondents in BCR 14, BCR 28, New York and Pennsylvania and Phase II Message Testing Focus Group participants who indicated that they either had a written management or stewardship plan, that they did not have a written management or stewardship plan, or that they did not remember whether or not they had a written management or stewardship plan.



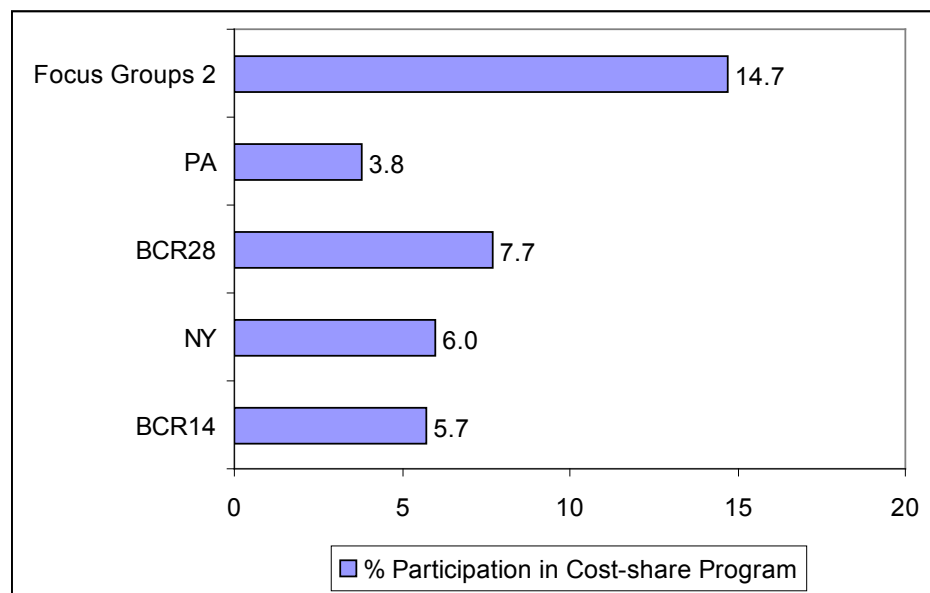
A greater proportion of Phase II Focus Group participants also indicated that they had conservation easements on their woodland parcels than any of the NWOS respondent populations (Figure 33). While close to 6% of the Focus Group participants indicated that they had a conservation easement on their woodland parcels, only about 3% of the NWOS respondents in BCR 14, BCR 28, New York and Pennsylvania indicated having conservation easements

Figure 33. Proportions of Phase II Message Testing Focus Group participants and NWOS respondents in BCRs 14 and 28, New York and Pennsylvania who indicated that they had conservation easements on their woodland parcels.



Among the populations examined, the Phase II Focus Group participants reported a greater proportion having participated in a cost-share program than any of the NWOS respondent populations (Figure 34). The proportion of Phase II Focus Group participants (14.7%) who had participated in a cost-share program was about twice as great as the proportions of NWOS respondents within BCR 14 (5.7%) and BCR 28 (7.7%) who had participated in such programs.

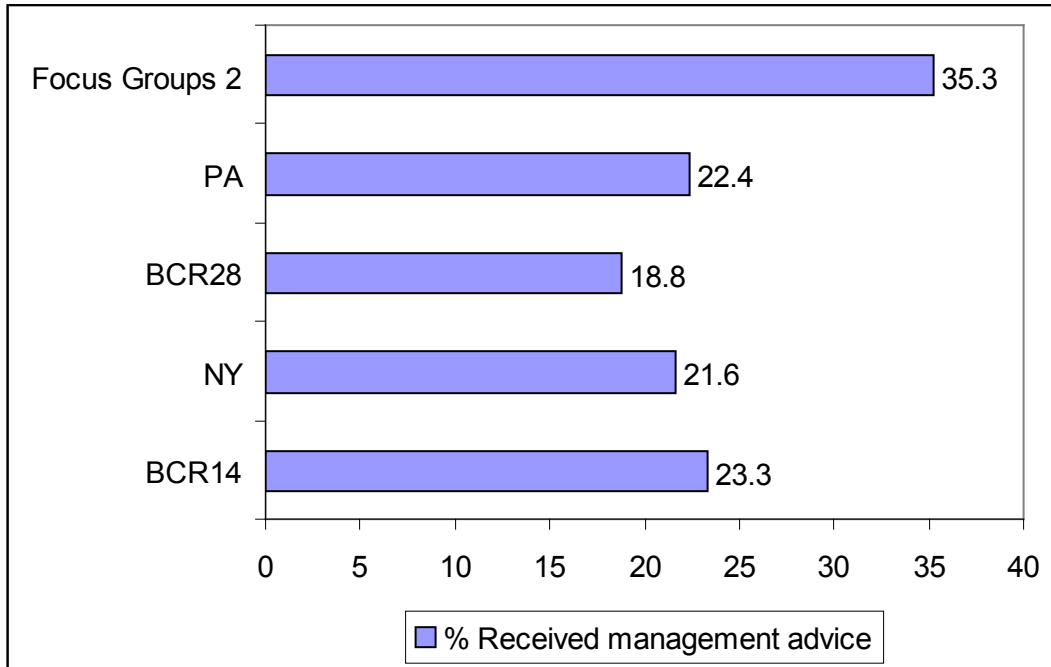
Figure 34. Proportions of NWOS respondents in BCR 14, BCR 28, New York and Pennsylvania and Phase II Message Testing Focus Groups who indicated that they had participated in a cost-share program to help them manage their woodlands.



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More than a third (35.3%) of the Phase II Focus Group participants had sought woodland management advice in the last five years, while less than a quarter of any of the NWOS respondent populations had done so (Figure 35). At the low end, only 18.8% of BCR 28 respondents indicated that they had sought woodland management advice in the last five years.

Figure 35. Proportions of NWOS respondents in BCR 14, BCR 28, New York and Pennsylvania, and Phase II Message Testing Focus Groups who reported that they had sought and received woodland management advice within the last five years.



Eleven sources who had provided advice to the NWOS respondent populations and Phase II Focus Group participants were tabulated (Table 19). In each population, the greatest proportions of respondents selected private consultants, loggers and state forestry agencies most frequently for management advice, though the order of frequency varied (Table 20). Two sources tied as the number one place to go to for advice by Phase II Focus Group participants—private consultants and state forestry agencies, each of which was chosen by 54.5% of the participants. In the case of BCR 14, the same proportion (21.6%) of respondents indicated that they had sought advice from a logger as had sought advice from another landowner.

Table 19. Eleven sources of advice or information about woodland management that was used by NWOS respondents (BCR 14, NY, BCR 28, PA) and Phase II Message Testing Focus Group participants.

	State forestry agency	Extension	Other state agency	Federal agency	Private consultant	Forest industry	Logger	Non-profit org.	Another landowner	Unknown	Other
BCR14	23.9	15.9	4.5	20.5	34.1	5.7	21.6	2.3	21.6	2.3	9.1
NY	23.4	17.0	4.3	31.9	17.0	6.4	19.1	0.0	27.7	2.1	6.4
BCR28	40.2	19.6	3.7	11.2	31.8	11.2	24.3	0.9	22.4	1.9	2.8
PA	24.3	10.8	2.7	8.1	32.4	16.2	35.1	2.7	24.3	2.7	2.7
Phase II Focus Groups	54.5	27.3	9.1	36.4	54.5	9.1	45.5		27.3		

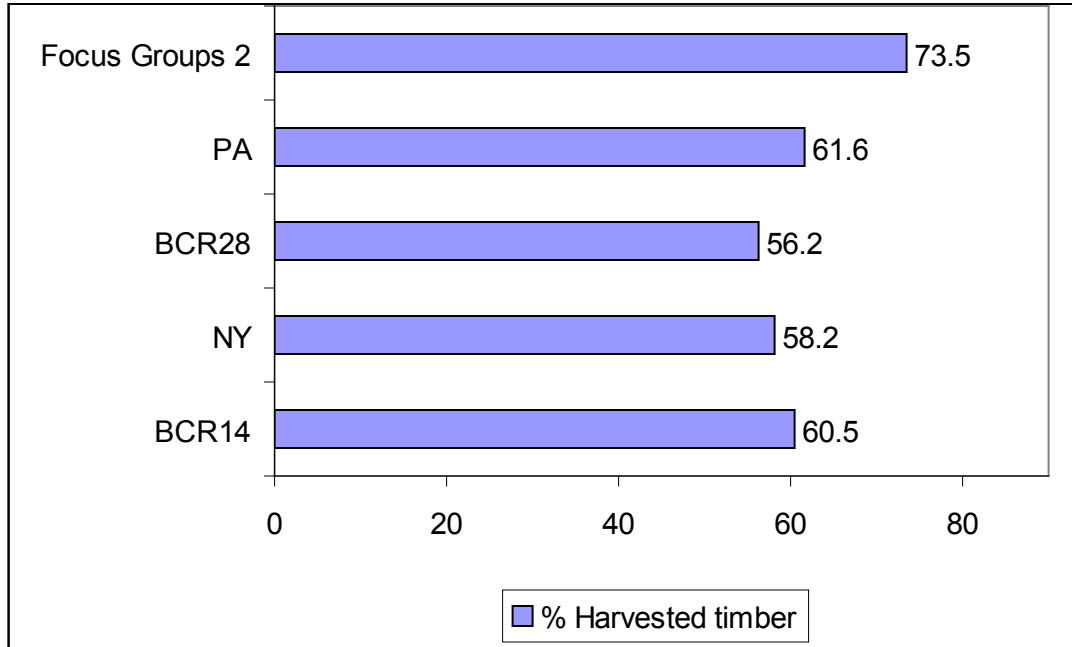
Table 20. Advisors selected by the greatest proportions of NWOS respondents in BCRs 14 and 28, and Phase II Message Testing Focus Group participants for information and advice about woodland management.

Populations	Advisor 1	Advisor 2	Advisor 3
BCR14	Private consultant	State forestry agency	Logger Another landowner
BCR28	State forestry agency	Private consultant	Logger
Phase II Message Testing Focus Groups	Private consultant State forestry agency	Logger	Another landowner

A majority of respondents in each of the populations examined had harvested timber on their woodland parcels (Figure 36). A greater proportion (73.5%) of Phase II Focus Group participants indicated that they had harvested timber from their properties than any of the NWOS respondent populations. At the low end, 56.2% of BCR 28 respondents indicated that they had harvested timber on their woodland parcels.

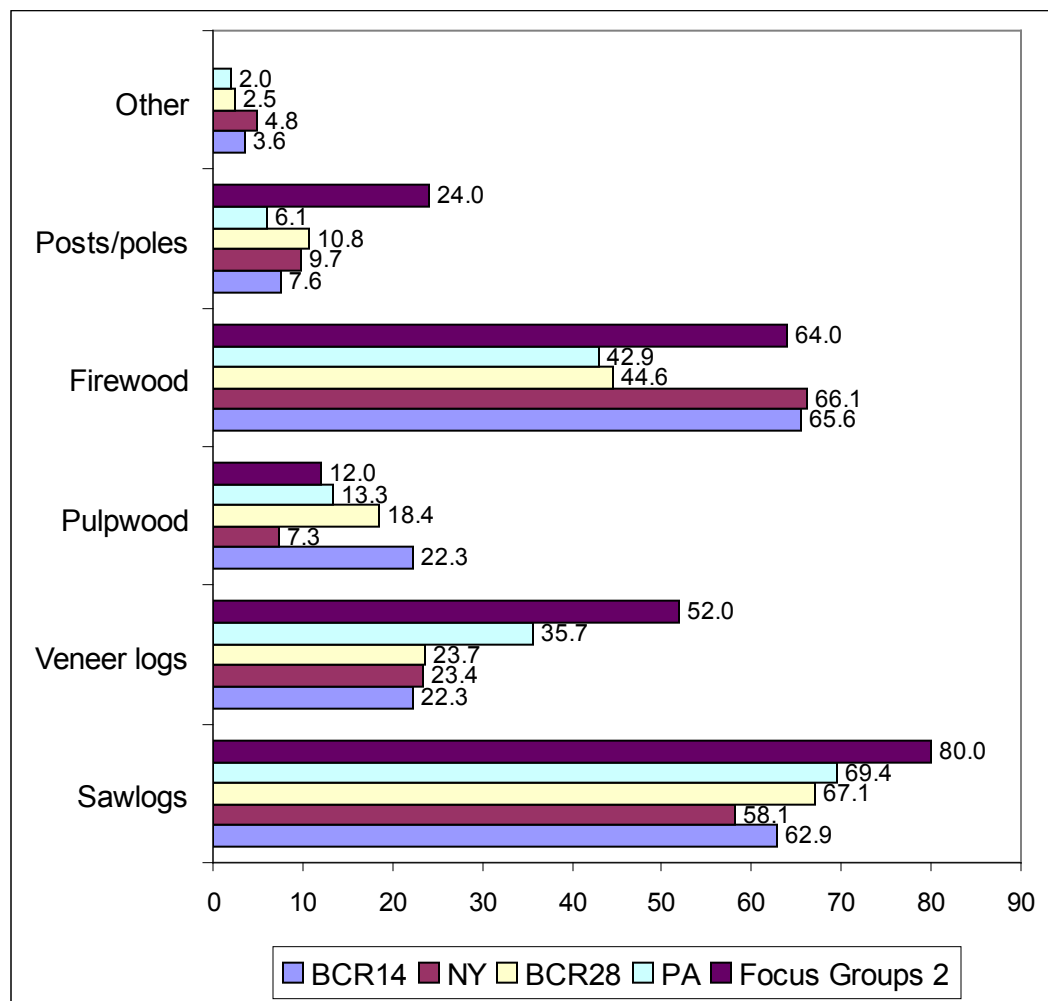
Results

Figure 36. Proportion of NWOS respondents (BCRs 14 and 28, New York and Pennsylvania) and Phase II Message Testing Focus Group participants who had harvested timber on their woodland parcels.



Of the five listed timber products, sawlogs and firewood were harvested by the greatest proportion of individuals within each of the NWOS respondent populations and the Phase II Focus Groups (Figure 37). Products that were harvested by the smallest proportions of respondents (other than the “other” option) included posts/poles and pulpwood. An exception to this pattern was demonstrated by Phase II Focus Group participants, of which 24% indicated that they had harvested posts/poles on their woodland parcels. Another exception to this pattern was demonstrated by BCR 14 NWOS respondents, of which 22.3% indicated that they had harvested pulpwood on their woodland parcels.

Figure 37. Proportion of NWOS respondents in BCR 14 and five target states within BCR 14 and Phase II Message Testing Focus Group participants who had harvested timber on their woodland parcels.



NWOS respondents and Phase II Focus Group participants indicated the reasons for harvesting or removing trees from their woodland parcels (Table 21). The two reasons selected by the greatest proportion of NWOS respondents in BCRs 14 and 28 and by Phase II Focus Group participants were 1) to improve the quality of remaining trees, and 2) trees were mature.

Many woodland management activities other than timber harvest also occurred on the woodland parcels of NWOS respondents and Phase II Focus Group participants (Table 22). The activities that were undertaken by the greatest proportion of NWOS respondents in each of the populations and by Phase II Focus Group participants included: 1) recreation or hunting by me, my family or friends, 2) posted land to restrict public access, and 3) built or performed maintenance on roads or trails. In each instance, a greater proportion of Phase II Focus Group participants had undertaken an activity than any of the NWOS respondent populations.

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Table 21. Reasons that trees were harvested or removed on woodland parcels owned by NWOS respondents and Phase II focus group participants. (Full responses included: To achieve objectives in my management plan; Trees were mature; To clear land for conversion to another use; Needed the money; Needed wood for own use; Price was right; To improve hunting opportunities; To improve scenic and recreational opportunities; To remove trees damaged by a natural catastrophe; To improve quality of remaining trees; Other)

	Part Mgmt Plan	Trees Mature	Clear Land	Needed Money	Wood Personal use	Price was right	Improve hunting	Improve Recreation	Remove damaged trees	Improve tree quality	Other
BCR14	19.6	53.1	4.5	22.3	53.1	13.8	9.4	9.4	39.3	58.0	2.2
NY	13.7	58.1	2.4	23.4	58.9	20.2	13.7	4.0	46.0	61.3	0.8
BCR28	15.5	55.1	10.4	19.3	31.0	11.4	5.4	4.1	34.5	38.3	2.8
PA	18.4	56.1	8.2	21.4	30.6	17.3	9.2	4.1	32.7	50.0	4.1
Focus Groups 2	32.0	72.0	4.0	24.0	44.0	20.0	16.0	24.0	40.0	56.0	4.0

Table 22. Proportion of NWOS respondents (BCRs 14 and 28, New York and Pennsylvania) and Phase II Message Testing Focus Group participants who had undertaken nine woodland management activities in the last 5 years. (Full responses included: Prepared land for new trees – “site prep”; Planted trees; Reduced fire hazard; Applied herbicides, pesticides or fertilizers; Built or performed maintenance on roads or trails; Wildlife habitat/fisheries improvement projects; Posted land to restrict public access; Recreation or hunting by me, my family or friends; Recreation or hunting by the general public with my permission; and None of the above)

	Site Prep	Tree Planting	Fire Reduction	Apply Chemicals	Road/trail Maintenance	WL Habitat	Post Land	Private Recreation	Public Recreation
BCR14	2.8	17.4	7.3	3.8	23.4	10.1	33.8	45.1	14.6
NY	2.1	20.7	5.5	3.8	23.2	13.9	44.7	48.5	12.7
BCR28	5.5	19.5	7.0	8.2	26.2	10.2	38.9	58.8	14.9
PA	6.2	24.1	4.3	7.4	27.8	8.0	36.4	62.3	24.7
Focus Groups 2	23.5	41.2	14.7	26.5	52.9	35.3	70.6	97.1	35.3

NWOS respondents assessed the usefulness of eleven communication channels by which to receive woodland management information and Phase II Focus Group participants assessed the usefulness of twelve communications channels by which to receive such information (Table 23). The communication channels that were assessed as very useful by the greatest proportion of respondents in each of the populations consisted of publications, books or pamphlets; talking with a forester or other natural resource professional; and newsletters, magazines or newspapers (Table 24). The one exception to the order of frequency with which these three channels was chosen was demonstrated by the Phase II Focus Group participants, who most frequently chose talk with a forester or other natural resource professional, followed by newsletters, magazines or newspapers and then publications, books or pamphlets (Table 24).

Table 23. Communication channels of woodland management information used by NWOS respondents (BCRs 14 and 28, New York and Pennsylvania) and Phase II focus group participants. (Full responses included: Publications, books or pamphlets; Newsletters, magazines or newspapers; Internet/Web; Conferences, workshops or video conferences; Video tapes for home viewing; Television or radio programs; Visiting other woodlands or field trips; Talking with a forester or other natural resource professional; Talking with other woodland owners; Talking with a logging contractor; and Membership in a landowner organization.)

	Publications	Newsletters, etc.	Internet	Conferences, Workshops	Video tapes	TV or Radio	Field trips	Talk w/NR Professional	Talk w/woodland owner	Talk w/logging contractor	Membership in landowner org.	Blog for Woodland owners
BCR14	44.3	35.5	22.4	11.8	26.4	22.7	17.4	44.1	24.9	15.6	13.4	0.0
NY	48.1	38.8	26.2	12.2	27.0	24.5	18.6	41.4	29.1	17.7	15.2	0.0
BCR28	39.2	34.4	22.4	10.2	22.2	18.2	13.2	35.7	18.5	9.7	7.0	0.0
PA	46.9	40.1	27.2	11.7	22.8	19.8	17.9	41.4	20.4	12.3	8.6	0.0
Focus Groups 2	29.4	36.4	23.5	24.2	17.6	5.9	20.6	50.0	27.3	12.1	17.6	9.1*

*Only Phase II Message Testing Focus Group participants were presented with the option of a blog for woodland owners in their area.

Table 24. Three communication channels selected by the greatest proportions of NWOS respondents in BCRs 14 and 28, New York and Pennsylvania and Phase II Message Testing Focus Groups.

Populations	Channel 1	Channel 2	Channel 3
BCR14	Publications, books or pamphlets	Talking with a forester or other natural resource professional	Newsletters, magazines, or newspapers
New York	Publications, books or pamphlets	Talking with a forester or other natural resource professional	Newsletters, magazines, or newspapers
BCR28	Publications, books or pamphlets	Talking with a forester or other natural resource professional	Newsletters, magazines, or newspapers
Pennsylvania	Publications, books or pamphlets	Talking with a forester or other natural resource professional	Newsletters, magazines, or newspapers
Phase II Message Testing Focus Group participants	Talking with a forester or other natural resource professional	Newsletters, magazines, or newspapers	Publications, books or pamphlets

Discussion

In general, our analysis shows that participants in the Phase II Message Testing Focus Groups were quite similar to the NWOS respondents in BCRs 14 and 28, and in the ten states from within these BCRs that we examined separately. Our results demonstrate familiar patterns in terms of the demographic characteristics of private woodland owners, property characteristics, motivations for property management, preferred advisors for woodland management, levels of woodland management activities, and communication channels by which to learn about woodland management. Each of these categories is described in more detail below.

Demographic characteristics: NWOS respondents within the two BCRs and the Phase II Focus Group participants were, on average, greater than 55 years old. As in many past natural resource surveys, a large majority (>80%) of NWOS respondents were male, as was true for the Phase II Focus Group participants. Though we did not compare the educational level or income level between NWOS respondents and Phase II Focus Group participants, we did ascertain that average education level was slightly higher in BCR 14 than BCR 28, with the exception that Maryland NWOS respondents had attained, on average, a higher degree of education than the BCR 14 NWOS respondents. In addition, the average income level for both BCR 14 and BCR 28 was between \$25,000 and \$49,999. However, Maryland was again the exception, with an average income level between \$50,000 and \$99,999.

Property Characteristics: The most common form of property acquisition was purchase — by both the NWOS respondents as well as Phase II Focus Group participants. But there was great variability in the proportion of NWOS respondents who had purchased their woodland parcels, from a low of 58.3% of Connecticut NWOS respondents to a high of 83.8% of New Hampshire respondents. Inheritance was a form of acquisition that about a quarter of NWOS respondents identified, but West Virginia (44.1%) and Connecticut (41.7%) had unusually high percentages of respondents who had inherited their woodland parcels. Only a small proportion (<10%) of NWOS respondents reported that their parcels had been gifted to them.

The average length of ownership for NWOS respondents was between 10 and 25 years, except for Maine NWOS respondents, who indicated that they had owned their parcels, on average, for >25 years. More than half of the NWOS respondents and Phase II Focus Group participants had their primary residences within one mile of their woodland parcels. The proportion of NWOS respondents who indicated that they had a vacation home or cabin within one mile of their woodland parcels was less than 20% in all cases except for New Hampshire, in which a quarter of NWOS respondents indicated that they had a vacation home or cabin within one mile. The proportion of Phase II Focus Group participants that indicated they had a vacation home or cabin within one mile of their woodland parcels was just over a quarter (27.3%).

Motivations: The motivations identified as very important by the greatest proportion of NWOS respondents and Phase II Focus Group participants included 1) to enjoy beauty or scenery, 2) privacy and 3) part of my home or vacation home. Overall, less than 10% of NWOS respondents in BCRs 14 and 28 had a written management or stewardship plan. Less than 20% of NWOS respondents in BCRs 14 and 28 or any of the ten states that we examined separately had participated in a cost-share program. Less than 10% of NWOS respondents in either BCR or nine of the ten states had a conservation easement on their woodland parcels. Maryland was an exception in that 15.8% of NWOS respondents said they had a conservation easement on their woodland parcels. Greater proportions of Phase II Focus Group participants indicated they had a written management or stewardship plan, held a conservation easement on their woodlands, and had participated in a cost-share program than any of the NWOS respondents.

Advisors: There was great variability among the proportions of NWOS respondents in each of the ten states we examined who had sought woodland management advice in the last five years, from a low of 8.3% in West Virginia to a high of 45% in Maryland. The three sources for advice that were consulted by the greatest proportions of NWOS respondents included private consultants, state forestry agencies, and logging contractors. A greater proportion of Phase II Focus Group participants had sought management advice than the average proportions of NWOS respondents within BCRs 14 and 28, though the three most frequently consulted sources for this advice did not differ.

Management Activities: A majority of NWOS respondents in nine of the ten states we examined had harvested timber on their woodland parcels. The exception to this pattern was West Virginia, in which only 43.1% of NWOS respondents indicated they had harvested timber. The timber products most commonly reported as being harvested included sawlogs and firewood, and did not differ among groups. A greater proportion of Phase II Focus Group participants had harvested timber on their properties than the other groups, but the two most frequently harvested timber products did not differ. The most frequently cited reasons for harvesting timber (for both the NWOS respondents and the Phase II Focus Group participants) included: 1) trees were mature, 2) to improve the quality of remaining trees, and 3) wood for personal use.

Other management activities that had been undertaken most frequently by NWOS respondents and Phase II Focus Group participants included recreation or hunting by me, my family or friends; posted land to restrict public access; and built or performed maintenance on roads or trails. There was great variability among the proportions of groups who posted their land to restrict public access, from a low of 8.3% in New Hampshire to a high of 71.4% in Maryland and 70.6% among Phase II Focus Group participants.

Communication Channels: The communication channels that were rated as being very useful by the greatest proportions of NWOS respondents and Phase II Focus Group participants did not differ among groups. These channels included books, publications or pamphlets; talking with a forester or other natural resource professional; and newsletters, magazines and newspapers.

Our results suggest that Phase II Message Testing Focus Group participants were similar to the NWOS respondents in composition, property characteristics, motivations, and preferences

Discussion

for advisors and communication channels from which to learn about woodland management. The Focus Group participants did, however, demonstrate a greater propensity to engage in timber harvest and other land management activities than the NWOS respondents. In addition, Focus Group participants were more likely to have a written management or stewardship plan, hold a conservation easement on their properties, and have participated in a cost-share program to manage their woodland parcels.

Overall, results suggest that insights gained from the Phase II Focus Groups (Case Study 2009-03) should be applicable in communicating about and promoting young forest habitat management to private woodland owners in Bird Conservation Regions 14 and 28. These insights will be incorporated into the final communications strategy that can be used to guide outreach and communication efforts by the Northern Forest Initiative.

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Appendix A. Phase II Focus Group Response Form

Q1	How did you get your woodland parcel in (New York or Pennsylvania)? (Check one)	Bought it Inherited it Got it as a gift Other (<i>please specify</i>)
Q2	How long have you owned your woodland parcel in (New York or Pennsylvania)? (Check one)	Less than a year 1-5 years 6-10 years 11-20 years >20 years
Q3	How would you describe the type of ownership in which your (New York or Pennsylvania) woodland parcel is held? (Check one)	Individual or joint ownership Family partnership or corporation Trust or Estate Other (<i>please list</i>)
Q4	How large is your woodland parcel in (New York or Pennsylvania)? (Check one)	< 1 acre 1-9 acres 10-19 acres 20-49 acres 50-99 acres 100-199 acres
Q5	Is your home (primary residence) within 1 mile of the woodland that you own in (New York or Pennsylvania)? (Check one)	Yes No
Q6	Do you have a vacation home or cabin within 1 mile of the woodland that you own in (New York or Pennsylvania)? (Check one)	Yes No
Q7	What is your age? (Check one)	<input type="checkbox"/> Under 25 years old <input type="checkbox"/> 25 to 34 years old <input type="checkbox"/> 35 to 44 years old <input type="checkbox"/> 45 to 54 years old <input type="checkbox"/> 55 to 64 years old <input type="checkbox"/> 65 to 74 years old <input type="checkbox"/> ≥ 75 years old

Q8 What is the number one reason you have for owning your woodland parcel in (New York or Pennsylvania)?

Q9 People own woodland for many reasons. How important are the following as reasons for why you own woodland in (New York or Pennsylvania)? (Check **one** box for **each** item.)

Not Important	Very Important.....					
1	2	3	4	5	6	7
To enjoy beauty or scenery						
To protect nature and biological diversity						
For land investment						
Part of home or vacation home						
For privacy						
To pass land on to my children or other heirs						
To cultivate/collect non-timber forest products						
For production of firewood or bio-fuel (energy)						
For production of saw logs, pulpwood, or other timber products						
For hunting or fishing						
Other recreation, not hunting or fishing						
Other important reasons? (please list)						

Q10 Who is your primary forest management decision maker? (Check one)	Myself Family member (other than myself) Forester Other (please list)
Q11 Do you have a written management or stewardship plan for your woodland parcel in (New York or Pennsylvania)? (Check one)	Yes No
Q12 Have you ever used a cost-share program to help you manage your woodland parcel in (New York or Pennsylvania)? (Check one)	Yes, which one? _____ No
Q13 Is there a conservation easement on your woodland parcel in (New York or Pennsylvania)? (Check one)	Yes, Go to Question 14 No, Go to Question 15
Q14 What types of activities are restricted on your woodland parcel in (New York or Pennsylvania)? (Check all that apply)	Conversion of woodland to another land use Splitting of woodland into smaller landholdings Harvesting of trees Other (please specify) _____

Q15 In the last 5 years, have any of the following activities occurred on the woodland parcel that you own in (New York or Pennsylvania)? (Check **all** that apply)

- Prepared land for new trees – “site prep”
- Planted trees
- Reduced fire hazard
- Applied herbicides, pesticides or fertilizers
- Built or performed maintenance on roads or trails
- Wildlife habitat/fisheries improvement projects
- Posted land to restrict public access
- Recreation or hunting by me, my family, or friends
- Recreation or hunting by the general public with my permission
- None of the above

Q16 Have you ever harvested any trees on your woodland parcel in (New York or Pennsylvania)? (Check one)	Yes, go to Question 17 No, go to Question 19
--	---

Q17 What types of products were harvested? (Check all that apply)	Veneer logs Sawlogs Pulpwood Firewood _____ Cords per year Posts or poles Other (<i>please specify</i>) _____
--	--

Q18 Why were trees harvested or removed? (Check all that apply)	To achieve objectives in my management plan Trees were mature To clear land for conversion to another use Needed the money Needed wood for own use Price was right To improve hunting opportunities To improve scenic and recreational opportunities To remove trees damaged by a natural catastrophe To improve quality of remaining trees Other (<i>please specify</i>) _____
--	---

Q19 In the last 5 years, have you received advice or information about the woodland that you own in (New York or Pennsylvania)? (Check one)	Yes, go to Question 20 No, go to Question 21
---	---

□

Q20 If yes, who did you get advice or information from? (Check all that apply)	(NY or PA) State Department of Environmental Conservation Extension forester or other university employee Other state employee Natural Resource Conservation Service, Soil and Water Conservation District or Farm Service Agency employee Private consultant, such as a forester or wildlife biologist A forester from a company that produces forest products Logging contractor Employee of a non-profit group Other forest landowner, neighbor, or friend I don't remember who Other (<i>please specify</i>)
---	--

Q21 Please rate how appealing each of the images presented is as encouragement to manage shrubby or young forest habitats. (Check **one** box for **each** item)

	High appeal	Medium appeal	Low appeal	No appeal	Don't know
Image 1					
Image 2					
Image 3					
Image 4					
Image 5					
Image 6					

Q22 Please rate how appealing each of the following messages and slogans is as encouragement to manage shrubby or young forest habitats. (Check **one** box for **each** item)

	High appeal	Medium appeal	Low appeal	No appeal	Don't know
More than 50 Species of Greatest Conservation Need in the Northeast are dependent on young forest habitat					
Young forest habitat has greatly decreased in (New York or Pennsylvania), and so have the dozens of wildlife species dependent on this habitat					
Shrubby habitat helps to preserve privacy					
A diversity of wildlife requires a diversity of habitats					
Woodcock populations have declined greatly in the Northeast as have shrubby and young forest habitats					
Shrubs and young trees are important for wildlife					
Harvest for Heritage					
Beauty is in the eye of the beholder					
Young trees for the young generation					
Make a fresh start.....for wildlife					
Ah-h-h-h-h! Privacy					
Forever young.....					
Do right by the land					

Appendix A

Q23 Please rate how appealing each of the numbered print ads is as encouragement to manage shrubby or young forest habitats. (Check **one** box for **each** item)

	High appeal	Medium appeal	Low appeal	No appeal	Don't know
Print Ad 1					
Print Ad 2					
Print Ad 3					
Print Ad 4					
Print Ad 5					

Q24 How useful would the following ways of learning about managing your woodlands be for you? (Check **one** box for **each** item)

	Very Useful.....					Not Useful		Don't know
	1	2	3	4	5	6	7	
Publications, books or pamphlets								
Newsletters, magazines or newspapers								
Internet/Web								
Conferences, workshops, video conferences, webinars								
DVDs for home viewing								
Television or radio programs								
Visiting other woodlands or field trips								
Talking with a forester or other natural resource professional								
Talking with other woodland owners								
Talking with a logging contractor								
Membership in a land owner organization								
A blog for woodland owners in your area to exchange ideas and resources								

Thank you for your participation!

